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International Commerce

December 16, 1968

INTERNATIONAL AGENCIES' REPORTS VITAL TO AMERICAN TRADERS

International Trade Winds

Company News

ALUMINUM—The Aluminum Company of America, Pittsburgh, Pa., has entered into a joint investment agreement with the Dutch firm Lips N.V. of Drunen and the Norwegian firm Elektrokemisk for production in the Netherlands of a wide variety of fabricated aluminum products for Common Market countries. Aluminum ingots will be supplied by the Norwegian firm. The American and Norwegian firms have bought shares of Lips as part of the agreement.

CONSTRUCTION MACHINERY—Allis-Chalmers International Division, Milwaukee, Wis., has shipped a fleet of 36 bulldozers, valued at more than $1 million, to the Burma Timber Board, Ministry of Agriculture, Forests and Land Nationalization, Republic of Burma. The crawler tractors, supplied by the company's Springfield, Ill., plant, are also equipped with rear-mounted winches for use in logging as a replacement for draft animals, usually elephants.

PHARMACEUTICALS—The International Division of Mallinckrodt Chemical Works, St. Louis, has announced the establishment of a joint venture company to undertake the manufacture and sale of radiopharmaceuticals in Japan. The new company, to be known as Daiichi Radioisotope Laboratory, Ltd., will be located in Tokyo. Mallinckrodt will own a 50% share in the business, in partnership with Daiichi Seiyaku Co., Ltd., a pharmaceutical manufacturer, and Daiichi Pure Chemicals Co., Ltd., a chemical firm. Mallinckrodt also has subsidiaries, joint venture agreements, and licensees in Mexico, Germany, and Canada.

MOTION PICTURE EQUIPMENT—Permafilm, Inc., New York, licensors of Perma Film Protection and Perma New Rejuvenation processes for motion picture film and microfilm, have announced the issuance of a Franchise to Permafilm of India, which has been formed by the largest Indian motion picture distributor to treat films with these processes. The equipment and chemicals are en route to Bombay where the first installation will be made, to be followed by installations in other Indian cities.

Newsletter

The total of 6,564 registered visitors who came to see the products of 50 U.S. firms at the industrial process controls and computers show at the Milan U.S. Trade Center in late November set a new attendance record for the center. With that kind of traffic in the exhibit aisles it was no surprise that near-record floor sales of $380,000 were achieved, with a 12-month projection of $2,307,000.

With several company reports still on the way, an impressive $1,438,000 sales total has come out of the U.S. Exhibition at the Third International Central American Common Market Exhibition in El Salvador that closed Nov. 30. Thirty-six agents were appointed by U.S. exhibitors to represent them in the five CACM nations of El Salvador, Costa Rica, Guatemala, Honduras and Nicaragua. The sales forecast by exhibitors for the next 12 months is $4,807,000.

Seattle and Kansas City met in London, and proved to be good neighbors at the U.S. Trade Center in exhibiting scientific test equipment. John Fluke Mfg. of Seattle drew 60 targeted customers to a seminar and panel discussions about its Model 893 voltmeter. DITMCO of Kansas City, Mo., drew 82 prospects to discussion-demonstrations of its newest analyzers. These joint tenants of the Center plan to return for further between-shows use of its facilities.

Emergency crowd control measures were brought into play by the Barcelona department store Galerias Preciados as U.S. goods and performances by Indian and Hawaiian dancers brought throngs to America Weeks promotions. Stores in Barcelona and Madrid took part in the event. The report from Barcelona said the best-selling products included men's dress and sport shirts, all household goods, especially bedspreads, towels and cutlery, and stationery and Christmas decorations.

From six to ten leads were given to each of nine U.S. firms as they set up their displays in the American Section of the '68 MACHEVO chemical industrial exhibition at Utrecht this fall. The leads, for agency or licensing arrangements, had been developed in six weeks prior to the show by U.S. Commercial Officers in the Netherlands. With that flying start, plus prospects generated at the show or out of Embassy or Consulate General files, five of the U.S. firms appointed agents or signed licensing agreements before MACHEVO closed, and the others were in continuing negotiations at show's end.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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All subscription inquiries and address changes should be directed to the Superintendent of Documents at the above address. This is the central distribution agency for U.S. Government periodicals.

Expressions herein from private sources are meant to stimulate thought toward the solution of problems confronting the international businessman and to provide constructive suggestions, but they are personal opinions. Contents of this publication are not copyrighted unless so indicated. Noncopyrighted materials may be reprinted freely. Mention of source will be appreciated. Use of funds for printing this publication approved by the Director of the Bureau of the Budget on June 17, 1966.

the cover

U.S. businessmen who tend to think of trade data and information from a purely national standpoint may revise their perspective on reviewing the many current publications of the international organizations whose activities affect the flow of world commerce. A story that outlines these publications begins on page 3. An announcement of a new series of trade statistics, published by the U.S. Department of Commerce and using tabulations compiled by the United Nations, is on page 2.

December 16, 1968

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International Commerce

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U.S. Share of 30 World Markets Presented 2
Updated series of publications pinpoints U.S. competitive position in '62-'67 manufactured imports of major trading countries

Key to International Trade Publications Offered 3
UN, OECD, IMF, EEC, EFTA, and other supra-national organizations publish information of use to U.S. businessmen

NEEC Urges Tax Incentives To Spur Exports 11
Business advisers ask broad-based turnover tax for export rebates, call for continuation of liberal foreign trade policy

Libya's Oil Wealth Creates Fast-Growing Economy 13
Long-range planning means excellent sales opportunities for U.S. firms in areas other than oil field equipment

Ivory Coast Market Small, But Invites Action 22
Country's leadership welcomes greater trade with the United States, as well as more American private investment

ADELA Report Outlines Latin American Network Needs 25
Group calls $24 billion framework essential for unified economic growth by 1980, cites vast opportunities for private interests

MISCELLANEOUS—OFDI Director sees problems in ending outflow controls 7
Detroit Tooling Association group reports on European market prospects 8
U.S. insurance firms paid $63 million in reinsurance premiums last year 9
Work on Rotterdam World Trade Center scheduled to begin early in 1969 9
TRADE FAIRS AND CENTERS—Tokyo show to feature analytical equipment 12
WORLDWIDE BUSINESS OUTLOOK—British Honduras upturn likely 16
Coffee crop failure seen as chief cause of Togo economic slowdown 18
Iran's strong growth, political stability make it prime market for U.S. 20
FOREIGN GOVERNMENT ACTIONS—Trinidad implements CARIFTA accord 26
No basic changes seen in South Africa's import policy for coming year 26
INVESTMENT OPPORTUNITIES—Five foreign firms seek U.S. licensees 28
WORLD TRADE OPPORTUNITIES—Malaysia seeks irrigation work bidders 33
Kuwait calls for bids on construction of water storage tower complex 35
NEW BOOKS AND REPORTS—New study details U.S. lumber exports 36

New reports give U.S. share in 30 world markets

The U.S. share of imports of manufactured products by 30 major importing nations from 1962 through 1967 has been pinpointed by the U.S. Department of Commerce in a new series of Market Share Reports.

The reports enable U.S. firms to compare their own export performance against major competitor nations in relation to the total import market for a particular product in each of these countries. They can also be used to project future market prospects.

The Market Share Reports are prepared from special computer runs designed by the Bureau of International Commerce's International Trade Analysis Division and ordered from the United Nations International Trade Statistics Centre.

Six-year coverage

The new country reports, including the latest available data for six years, and covering 1,127 manufactured products, update five-year tabulations previously issued for the same 30 countries. They are the first of 69 reports to be issued in the 1962-67 country series.

Market Share Reports also are available by commodity. Both country and commodity reports comprising the 1962-66 series were listed in the May 20 issue of INTERNATIONAL COMMERCE. The commodity reports also are being updated for the 1962-67 series and are expected to be available early next year.

The reports provide basic data needed by exporters and prospective exporters to:

- ► Evaluate overall trends in the size of markets for manufactures.
- ► Measure changes in import demand for specific products.
- ► Compare the competitive positions of U.S. and foreign exporters.
- ► Select locations for distribution centers for U.S. products abroad.
- ► Identify existing and potential markets for U.S. components, parts, and accessories.

The report on Canada, for example, shows trends in that important U.S. market. Canada's total imports from the world rose from $5.8 billion in 1962 to $10.3 billion in 1967, and the U.S. share of the Canadian market also went up substantially—from 68.8% to 72.4%.

U.S. suppliers also shared in the expansion of Canadian imports of manufactured products from $4.1 billion to $7.9 billion in the six-year period, but the overall increase in the U.S. share from 75.6 to 78% of those imports is attributable primarily to the increase in U.S. shipments of various kinds of machinery and transport equipment. The U.S. share of imports in this category increased from 84.1% of $2.1 billion in 1962 to 86.7% of $4.8 billion in 1967. American exporters expanded their shipments of chemicals, basic manufactures, and miscellaneous manufactured goods to Canada, but their percentage shares in Canadian imports of these products declined.

In the United Kingdom, U.S. exporters expanded their share of total commodity imports from 10.6% in 1962 to 12.5% in 1967, the report on the United Kingdom shows. Their share of U.K. imports of manufactured products rose from 17.3% to 18.8%.

In Australia

American firms scored well in the expanding Australian market, according to the report on Australia. They supplied 20.9% of the country's total commodity imports of $2.2 billion in 1962 and 25.6% of the $3.5 billion imported in 1967. They furnished 23.4% of the $1.6 billion in manufactured goods imported into Australia in 1962, and 26.9% of the $2.6 billion in manufactured goods imported in 1967.

In Brazil, the U.S. share of the import market, overall, increased from 31.0% to 34.3% in the six-year period, and for imports of manufactures, from 34% to 37.4%.

Japan's total imports from the world amounted to $5.6 billion in 1962 and to $11.7 billion in 1967, but the U.S. share in that expanding market declined from 32.1% to 27.5%. U.S. exporters also supplied a declining share of Japan's increasing volume of imports of manufactured products—50.1% of $1.5 billion in 1962, and 35.7% of $3.1 billion in 1967. Strong competitors in the Japanese market include Canada, the United Kingdom, and Germany.

Give dollar values

Each country report gives American businessmen the dollar values of the country's imports from the world, from the United States, and from eight other major trading countries, separately for each year from 1962 through 1967. The tabulations include total imports of all commodities, all manufactured goods, and groups of manufactures, such as chemicals, as well as imports of 380 subgroups (4-digit products) and 747 items (5-digit products) listed in the Standard International Trade Classification, Revised (SITC). They also include the U.S. percentage shares of imports in each case.

The reports may be obtained at 75 cents each from Sales and Distribution, U.S. Department of Commerce, Washington, D.C. 20230.

The following list includes the identification (MSR) numbers to be used in ordering:

Australia—MSR 69-90003; Austria—MSR 69-90004; Belgium-Luxembourg—MSR 69-90005; Brazil—MSR 69-90007; Canada—MSR 69-90008; Colombia—MSR 69-90010; Denmark—MSR 69-90013; Finland—MSR 69-90018.

France—MSR 69-90019; Federal Republic of Germany—MSR 69-90020; Greece—MSR 69-90022; Hong Kong—MSR 69-90025; Ireland—MSR 69-90029; Israel—MSR 69-90030; Italy—MSR 69-90031.

Japan—MSR 69-90034; Republic of Korea—MSR 69-90036; Libya—MSR 69-90039; Netherlands—MSR 69-90043; New Zealand—MSR 69-90044; Norway—MSR 69-90047; Portugal—MSR 69-90052; Singapore—MSR 69-90053.

Spain—MSR 69-90055; Switzerland—MSR 69-90057; Taiwan—MSR 69-90058; Tunisia—MSR 69-90062; Turkey—MSR 69-90063; United Kingdom—MSR 69-90066; Yugoslavia—MSR 69-90069.

PUBLICATIONS OF USE TO WORLD TRADERS are issued by international organizations. Shown above are examples of catalogs and periodicals available.

INTERNATIONAL UNITS' PUBLICATIONS

Here's key to global data

UN, GATT, OECD, IMF invite U.S. business readers; so do Common Market and EFTA

Already dazed by the information explosion that keeps his desk piled high with reports he feels he ought to read, the U.S. foreign trader sees today an increasing flow of material from a source that affects his work more and more—the international organizations in the economic/commercial field.

Much of this material, obviously, is not for him. But some of the guides and studies, periodicals, or news releases on new projects can have a direct bearing on the plans of his company.

How can he keep abreast of this rising tide? How can he find the items that are of direct use to him?

This story outlines major sources of current material, and indicates how it can be obtained, either from the organization itself, or from convenient distribution offices in such U.S. addresses as New York, Chicago and Washington.

Among the international organizations publishing useful data are: the United Nations, particularly its development agencies, the General Agreement on Tariffs and Trade (GATT), the Organization for Economic Cooperation and Development (OECD), the European Communities (Common Market), the European Free Trade Association, and the Pan American Union. Information is also published by international banks, university presses, airlines, foreign government agencies, and foreign information services.

The Washington office of the European Communities (Common Market) makes available a large number of publications, either for sale or for reference in its library. Its monthly *Bulletin* is available by subscription at $5 per year. A catalog of publications of the European Parliament, Court of Justice, Coal and Steel Community, Economic Community, Atomic Energy Community, Press and Information Service, Statistical Office, and European Schools is available from: European Community Information Service, 808 Farragut Bldg., 900 17th St. NW., Washington, D.C. 20006.

The European Free Trade Association has more than a dozen publications available without charge, including a biweekly newsletter—*EFTA Reporter*, annual report, and booklets on agriculture, rules of origin, trade, development policies and other topics. *EFTA Trade*, published annually, contains statistical information of use to businessmen seeking to survey a particular market. EFTA also publishes a guide, *Public Procurement in EFTA*, which lists public agencies and enterprises responsible for major public procurement in each country of the European Free Trade Association. A listing of available publications may be obtained from: European Free Trade Assn., Suite 714, 711 14th St. NW., Washington, D.C. 20005.

The Organization for Economic Cooperation and Development (OECD), whose membership represents in general the major industrialized nations of the world, publishes material on economies; international trade and payments; statistics; development; agriculture, food and fisheries; energy; industry; manpower and social affairs; and education and science. OECD's member countries are: Austria,

WORK PROCEEDS ON NEW BRUSSELS HEADQUARTERS of the Common Market, which publishes material on economic, legal, industrial and other matters.

Belgium, Canada, Denmark, France, Germany, Greece, Iceland, Ireland, Italy, Japan, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, the United Kingdom, and the United States. The OECD Publications Center, Suite 1305, 1750 Pennsylvania Ave. NW., Washington, D.C. 20006, issues a catalog of publications for sale.

The OECD monthly newsletter *Activities* contains a concise summary of publications and meetings. A subscription is available without charge from: OECD Publications Office, 2, rue André-Pascal, Paris (16°), France.

Among OECD publications that may be of interest to readers is one entitled *The Engineering Industries in North America, Europe and Japan.* It covers supply, demand, and world trade for the following industries: electrical and non-electrical machinery and apparatus, transport equipment, precision instruments, watches and clocks, and fabricated metal products. J. Robert Wilson, of the European Division of the Commerce Department's Office of International Regional Economics, says he has found this and other similar publications produced by special committees of the OECD to be "the best source for comparable statistics in this field." OECD special committees cover chemical products, iron and steel, textiles, machinery, and pulp and paper. In most cases, the only other way to obtain these statistics would be to use statistical information published by each of the member countries.

Another OECD source of detailed statistics for trade of member nations is the *Main Economic Indicators—Historical Statistics 1957-66.* Priced at $5.50, it provides data on the industrialized countries, including national income and product per capita, population, exchange rates, consumer prices, construction, stock prices, employment and unemployment, wages, and balance of payments.

Trade statistics series

OECD's periodical *Foreign Trade Statistics* is issued in three series: *Series A*—overall trade by countries, quarterly, with supplements: $7.50 per year; *Series B*—trade by commodities, analysis by main trading areas, 24 volumes per year: $15; *Series C*—detailed analysis by commodities, imports and exports, four volumes and supplement: $14.50 per year.

The bi-monthly OECD *Observer* (available by subscription at $3.50 per year), while not oriented specifically toward the businessman, nevertheless contains some helpful information, according to Wilson.

Also worth noting are the OECD *Economic Surveys*, by country, reviewed as they are released on the New Books and Reports page of INTERNATIONAL COMMERCE. Each of these includes information on economic developments and policies, business trends, and economic outlook. Surveys are published for each of the member nations of the OECD, and are up-dated yearly—80 cents each, annual subscription, $10.

Government Purchasing in Europe, North America, Japan provides varied information of interest to traders: procurement procedures applied, criteria for awarding contracts, requirements set forth for suppliers, addresses of the main purchasing agencies and of information centers in this field. At $2.50, it is available from the OECD Publications Center.

The National Agency for International Publications, Inc., 317 East 34th St., New York, N.Y. 10016, is U.S. sales agent for publications of the General Agreement on Tariffs and Trade (GATT).

The latest GATT annual *International Trade 1967* is a review of developments in world trade. It includes information on trade in commodities (food, fibers and rubber, ores and non-ferrous metals, fuels, textiles and clothing); trade in industrial areas; trade of non-industrial areas; and trade of the Eastern European countries. Some special studies are available on specific commodities, such as *World Trade and Prospects for Ordinary Wine,* priced at $1.

The Compendium of Sources: Basic

Commodity Statistics and *Compendium of Sources: International Trade Statistics* are each priced at $5. The Compendiums are available without charge to traders in the developing countries from the General Agreement on Tariffs and Trade, Villa le Bocage, Palais des Nations, 1211, Geneva 10, Switzerland.

The International Trade Centre UNCTAD/GATT at Geneva publishes the free quarterly *International Trade Forum,* an export promotion journal for the world's developing nations with quarterly supplements, and various publications on export promotion techniques and market surveys. The Centre's publication *Manufacturing and Trading Associations in Twenty-Eight Countries* is available free of charge.

A catalog and up-dated lists of United Nations publications may be obtained from: United Nations Publications, Room 1059, New York, N.Y. 10017. The UN offers details of its projects of direct interest to businessmen, and also publishes books in the fields of economics; trade, finance and commerce; public administration; and international law; as well as periodicals and yearbooks.

Guides to the activities of the United Nations Development Program are available from both the UN and the Commerce Department. Commerce's Business and Defense Services Administration has published a brochure, priced at 15 cents, entitled *Private Enterprise and the United Nations Development Program: How To Bid on Special Fund Projects.* The publication discusses the program, explains its components, and lists procedures of each executing agency for inviting bids and awarding contracts. The booklet can be ordered from: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

The UN publication, *A Guide for Firms and Organizations Desiring To Participate in the Activities of the United Nations Development Program* is available free from the Sales Section, Publishing Service, United Nations, New York, N.Y. 10017.

Another booklet of possible interest to those who wish to participate in the program is *The UN Development Program —a Note on the Range and Results of Its Activities.* This publication covers current project assistance, historical perspective, and the results of technical assistance and the special fund. It is available free from: Reports and Statistics Division, Bureau of External Relations, Evaluation and Reports, UN Development Program, United Nations, New York, N.Y. 10017. Also available without charge from the Development Program is its monthly newsletter *Pre-Investment News,* which contains tips on developments in the program.

In January 1969 the first volume of the new biannual publication *UNDP Project Descriptions* will be available, containing comprehensive information on all newly approved UNDP projects. Subscriptions are priced at $65 per year, available from the UN Sales Section.

A Manual on the Use of Consultants in Developing Countries, published by the UN Industrial Development Organization, is $2, also from the Sales Section.

Specialists in the Commerce Department's International Trade Analysis Division, who handle international trade data and publications, point out that there are a number of comprehensive statistical studies useful in market research published by the United Nations Statistical Office and other organizations. UN publications include: *Commodity Trade Statistics, Monthly Bulletin of Statistics, Statistical Yearbook, Yearbook of National Accounts Statistics, Yearbook of International Trade Statistics, Monthly Bulletin of Agricultural Economics and Statistics, Production Yearbook, Trade Yearbook* (these last three published by the Food and Agricultural Organization), *Direction of Trade,* and *International Financial Statistics* (these two published by the International Monetary Fund). The Commerce unit refers businessmen to these studies in responding to inquiries.

Commodity Trade Statistics (Statistical Papers, Series D), shows commodity-by-partner-country data for each reporting country. It is priced at $25 for an annual subscription, $1.50 per fascicle (fascicles of about 250 pages are issued as quarterly data becomes available in the 625 subgroups of the UN Standard International Trade Classification).

UN Bulletin available

The United Nations' *Monthly Bulletin of Statistics* gives up-to-date and comprehensive official statistics on world economic conditions in 180 countries and territories. Subjects covered include: mining, rubber production, industrial production, metals, building materials, textiles, wages and prices, and finance. Each issue includes a series of special tables, such as consumer price indexes and industrial production indexes, which may be helpful to a businessman seeking information on various countries. Other special tables present figures for trade, production data for selected commodities, and data on national income and GNP. Annual subscription to the *Bulletin* costs $17.50.

The *Statistical Yearbook*—latest edition 1967—is available clothbound for $17.50 and paper bound for $12.50, and is a yearly edition of the *Bulletin.*

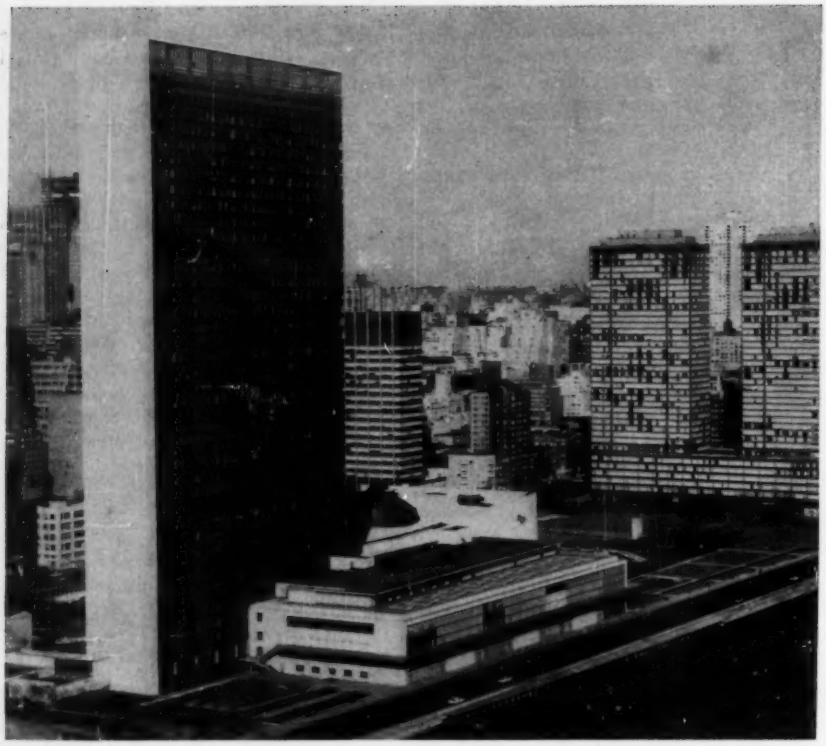
The *Yearbook of International Trade Statistics, 1966,* paperbound copy priced at $12.50, is a compilation of national tables showing annual figures for value of merchandise imports and exports in national currency quantum and unit value indexes; currency conversion factors; and trade in principal commodities.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) publishes at least 50 titles per year in addition to a dozen periodicals. Another 50 titles are issued each year by commercial publishers as co-editions with UNESCO or under UNESCO's auspices. These and other UN publications mentioned here may be ordered from the UN: Sales Section, Publications Service, United Nations, New York, N.Y. 10017, or from the National Agency for International Publications already listed.

The UN's Economic Commissions for Europe publishes many studies and statistical bulletins, including the annual *Economic Survey of Europe.* The 1968 edition was reviewed on the New Books and Reports page of INTERNATIONAL COMMERCE, Sept. 9. The other UN regional commissions (Economic Commission for Latin America, Economic Commission for Asia and the Far East, and Economic Commission for Africa) issue similar publications. *The Economic Bulletin for Europe,* issued twice yearly, supplements the *Survey,* with emphasis on East-West trade. A catalog of *Studies and Other Publications Issued Under the Auspices of the Economic Commission for Europe 1947-66* is available from the United Nations for $1.

Publications of the UN Economic Commission for Africa are listed in Overseas Business Report 67-81, published by the Department of Commerce and obtainable from any Commerce Field Office or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402—priced at 15 cents. The OBR lists the publications under the following categories: agriculture; banking, money and finance; economic planning and surveys; foreign trade; housing; industries; mining; and electric power. Included is a list of libraries and information centers receiving UN materials.

Some of the Commission's publications that may be of particular interest include: the *Foreign Trade Newsletter,* published approximately twice a year and containing information on trade agreements, external assistance, import controls, customs duties, banking and currency, state trading, tourism, economic cooperation, and commodity news; *Foreign Trade Statistics of Africa*—Series A, Direction of Trade,



THE NEW YORK HEADQUARTERS of the United Nations. The UN offers numerous publications on the member countries, its Development Program, UNESCO, UNCTAD, world statistics, and other topics.

published approximately annually, and Series B, Trade by Commodity, published about every six months; *Statistical Bulletin for Africa*, No. 1 published in November 1965 and No. 2 published in March 1967, containing basic data on demography, national accounts, finance, balance of payments for selected countries; and *Economic Bulletin for Africa*, issued semi-annually since 1961, featuring articles on aspects of African economic and commercial developments.

The *Economic Bulletin for Asia and the Far East*, a publication of the UN Economic Commission for Asia and the Far East, is issued quarterly. The June and September issues contain articles and notes on subjects related to the Asian economy. The December issue features special studies and reports relating to economic development and planning. The March issue is the annual *Economic Survey of Asia and the Far East*. The latest annual survey contains a study of export planning and policy, and a review of economic developments in the region during 1966 and 1967. Since 1957, each annual *Economic Survey* has contained a study of some major aspect or problem of the Asian economy. The price of the *Bulletin* is $2 per issue, available on standing order. The *Survey* is priced at $3.

Other publications of the UN Economic Commission for Asia and the Far East of possible interest to readers include the Mineral Resources Development Series, the Water Resources Series, and the *Transport and Communication Bulletin for Asia and the Far East*.

International Financial Statistics is a monthly publication prepared by the International Monetary Fund. It lists for each of more than 100 countries the latest data on GNP, income, wholesale prices, cost-of-living, export price, exchange rates, balance of payments, money supply, and investment. It is priced at $10 per year (12 monthly issues, one supplement), $1.50 per single issue. *Direction of Trade* is a monthly supplement to *International Financial Statistics*. It assembles trade-by-partner-country information for almost all countries of the world, expressed in U.S. dollars. Subscription price for 12 monthly issues and one annual issue is $10; single copies are $1 each of monthly issues, $3 for the annual, from the International Monetary Fund, 19th and H Sts. NW., Washington, D.C. 20431.

Many publications on Latin America are available from the United Nations, the Inter-American Development Bank and the Pan American Union.

The UN Economic Commission for Latin America publishes an *Economic Bulletin for Latin America* twice yearly and an *Economic Survey of Latin America* yearly. The *Bulletin* contains a resume of the economic situation of the region, and is designed to supplement and bring up to date information published in the *Survey*. The *Bulletin* is priced at $2.50, the *Survey* at $5, available from the UN Sales Section or the National Agency for International Publications.

The Inter-American Development Bank has issued its *Eighth Annual Report '67* and *Socio-Economic Progress in Latin America*, the annual report of the Social Progress Trust Fund. Both are available, without charge, from the Inter-American Development Bank, 808 17th St. NW., Washington, D.C. 20577.

The *Alliance for Progress Weekly Newsletter* is available free from the Alliance for Progress Information Team, Pan American Union, 19th & Constitution Ave. NW., Washington, D.C. 20006.

The Commerce Clearing House, Inc., of Chicago, which specializes in tax and law reports, sells worldwide publications of interest to business, industry and government officials. The company gathers information on international laws, rules, regulations, orders and decisions, and makes it available in both publications and periodical services. The *Common Market Reports*, issued biweekly, provide Americans doing business in Europe with guidance on legal developments in the EEC. The Reports include explanations of antitrust rules, right of establishment provisions, and regulations dealing with taxation, harmonization of laws, customs union, agriculture, transport, economic and commercial policy, labor and EEC institutions. Special sections are also included on doing business in EEC nations, Great Britain, Switzerland and others.

Listings of publications may be obtained by writing: Commerce Clearing House, Inc., 4025 W. Peterson Ave., Chicago, Ill. 60645.

International Publications Service, 303 Park Ave. South, New York, N.Y. 10010, will accept standing orders for various serial publications, such as publications of the United Nations, the Organization of African Unity, the Center of Planning and Economic Research, and the National Council of Applied Economic Research. The Service will search for and supply any publications that have not appeared in their Source List (available free from the above address) sought by a client.

Among the Service's publications are: *Beerman's Financial Yearbook, International Yearbook & Statesmen's Who's Who, The Europa Year Book*, and *The Standard Trade Index of Japan 1968-69*.

Investment outflow official notes problems in early end to controls

Fiero sees $3-4 billion U.S. payments drain if curbs go in '69; says new program revisions point way to orderly phaseout

Termination of the mandatory controls on capital outflow in 1969 could result in a disastrous U.S. balance-of-payments drain of $3 to 4 billion, according to the director of the office that supervises the controls.

While agreeing with the general view that the controls must be terminated, Charles E. Fiero of the Commerce Department's Office of Foreign Direct Investment pointed to the difficulties he sees in defining the suggested time limit, "as soon as possible."

He noted the pressures for expansion of overseas investment by U.S. firms, and the circumstances growing out of increases in foreign debt and decreases in foreign liquidities, and then asked:

"First, are businessmen likely to borrow the additional $2 to 2.5 billion abroad in 1969 for investment purposes if restraints are removed? For almost four years they have been requested to borrow sizeable amounts, often at higher effective rates and on less favorable terms than are available to them in the United States.

"Second, are businessmen likely to refinance or to maintain abroad outstanding indebtedness when they can refund it more cheaply here or, as is frequently the case, refund foreign debt from excess liquidities in the United States?

"Third, once relieved of the limits upon liquid balances held abroad, and given the opportunity to replenish the liquidity of its subsidiaries, is business not likely to flow funds overseas, particularly if it does not see the basic equilibrium in our balance of payments necessary to insure that any termination of controls will be of a permanent nature?"

The OFDI head made these comments in an address to a December conference of the Tax Foundation in New York.

On the alternative of a return to voluntary controls, Fiero said: "I have yet to talk to anyone in the business community who seriously believes a voluntary system of controls would work equitably at this stage of the game. One can progress from a voluntary to a mandatory program, but, in the absence of more progress toward fundamental balance of payments equilibrium, it is doubtful whether a voluntary mechanism would work."

Fiero also maintained that the program has not had the counterproductive effect some have suggested, noting these signs:

► "Foreign plant and equipment expenditures are expected to increase in 1968 by 8% (excluding Canada), about the level projected for 1968 before the mandatory program was announced. Future U.S. income from such expenditures should not change materially. We also expect such expenditures will go up again next year.

► "We do not believe U.S. exports will be significantly affected. There are a few cases where U.S. procurement has been diverted abroad, but the overall amount doesn't appear to be large. Our August survey of intercompany exports of all direct investors suggested that roughly 120 companies would need additional quotas in 1968 to insure that growth in U.S. exports would not be retarded. Careful analysis of the survey forms of another 80 companies suggested that they might also require relief, though they didn't specifically request it.

► "The sale of close to $1.5 billion in convertible bonds abroad thus far this year did not result in a large sale of U.S. equities by foreigners. In fact, quite to the contrary, foreign investment in U.S. equities reached its peak at the very time when the underwriters were most active in marketing convertibles. This may have been fortuitous as some have suggested, but I believe there are good arguments in support of the position that the convertibles have resulted in a significant gain in the level of foreign investment in American industry, and further that the gain is of a more permanent character than that represented by the purchase of equities."

Fiero suggested that the option given to U.S. companies in 1969 of using a percentage of their 1968 overseas earnings instead of a 1965-66 total investment base as the control formula could point the way to an orderly phasing out of the program.

He said: "I would envisage that future leeway under the program would be allocated on an earnings basis, raising the allowables of those companies with low quotas in relation to earnings as rapidly as balance of payments circumstances permit. As the percentage levels rise, the new earnings allowables will gradually overtake the existing base allowables, and in the process, incidentally, insure that those companies which are making the largest earnings contribution to our balance of payments are recognized and indeed encouraged.

"Introduction of the earnings concept is important for administrative reasons. It establishes a basis for determining hardship, eliminates any uncertainty as to the relative level of hardship which must be dealt with first by OFDI, and enables each company to measure its claims for relief accordingly.

"Furthermore, the new earnings concepts, by their very nature, introduce a philosophy of growth based upon performance. They benefit the newcomer as well as the established investor. They provide a basis for the forward planning so vital to the investment process, and enable more intelligent debt scheduling to coincide with growth in earnings. Finally, they are more consistent with the real world of business."

Asparagus import quota extended in Germany

The Federal Republic of Germany has extended its import quota for canned asparagus spears from the United States and other countries.

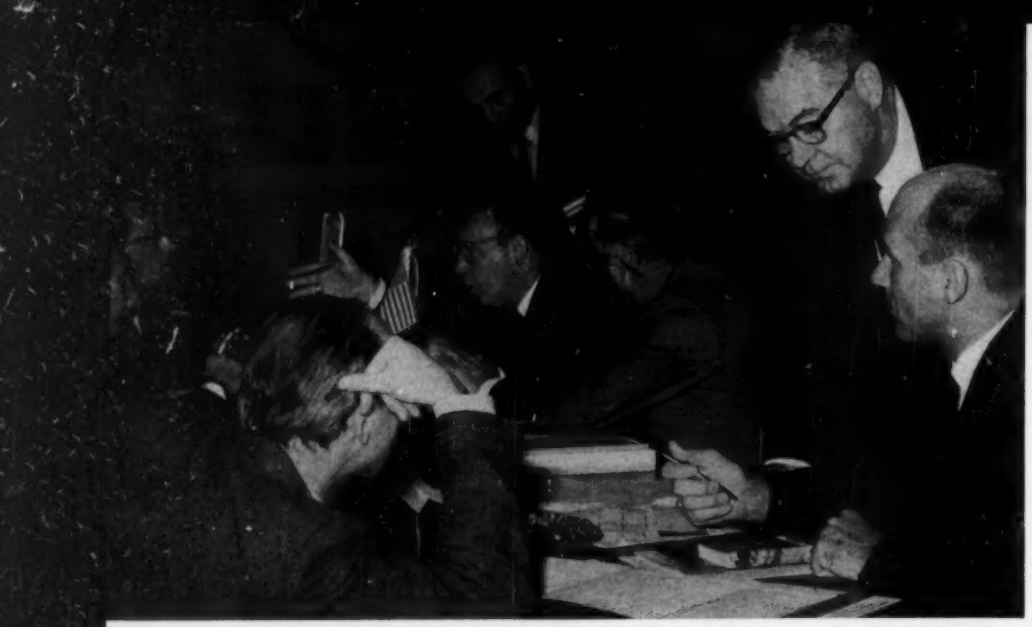
Licenses will be issued only to applicants who have received a license under the previously published import announcement (see INTERNATIONAL COMMERCE of July 29, p. 29). The licenses will be valid until Mar. 31, 1969.

The new quota announcement opens up another import possibility for those importers who have already fully utilized their license. These importers may now apply for additional import licenses.

Libya licenses meat imports

The Libyan Ministry of Economy and Trade has announced that specific import licenses are now required for all shipments of slaughtered animal meat, including poultry, into Libya.

Issuance of these licenses is contingent upon certification of such imports by the Libyan Embassy (or other Islamic Embassy or Consulate) in the country of origin, as having been slaughtered according to Islamic law, as well as meeting normal sanitary and health requirements.



AT ITALIAN CHAMBER OF COMMERCE in Turin, Detroit Tooling Association members discuss trade.

Detroit Tooling Association group reports on prospects for export of products to European markets

Sponsored by State, industry trade mission toured more than dozen auto plants in Germany, Italy, France, Sweden, U.K.

A market potential for U.S. advanced metalworking and special machinery exists in Western Europe; but higher prices, and servicing problems created by distance, are limiting factors, according to a U.S. trade group.

Solutions may lie in direct European representation, subsidiaries, licensing agreements for assembly in Europe after partial fabrication in the United States, or design in the United States with product fabrication in Europe, the group reports.

Direct export of U.S. tooling and die products is still possible when European auto firms, hard pressed by delivery schedules, are forced to look beyond local sources.

These are some of the conclusions of a trade mission, comprised of eight members of the Detroit Tooling Association, that visited Europe in the fall.

The mission, sponsored by the Michigan Department of Commerce and led by Department Director Herbert DeJonge, visited West Germany, Italy, France, Sweden and Great Britain. The participants found that Michigan firms which have located in Europe generally are doing well, and recommended that U.S. tooling firms considering locating in the countries visited should consider especially England, followed by Italy, Germany, Sweden, France.

Offer services

Objectives of the mission were to offer the services and products of the Tooling Association (DTA) members to European automotive manufacturers, to observe the latest developments in the European automotive and machine tool industries, to encourage European firms to use Association firms as distributors and licensees for European products in the United States, and to determine the most effective course of action for Association exporting to Europe.

The mission reported by country, as follows:

The group commenced its visit to Germany at Frankfurt, where members attended briefings by the U.S. Trade Center Director, representatives from the German importing and banking community, and the secretary-general of the American Chamber of Commerce in Germany. The mission saw a metalworking equipment show at the Trade Center in which eight of 26 participants were Michigan firms.

Some members visited the Ford Motor Co. plant in Cologne. The entire mission toured the General Motors Opel plant in Frankfurt-Russelsheim.

Visit other plants

The businessmen visited the German Machine Tool Manufacturers Association. Ned Stirton, director of the Detroit Tooling Association, met with representatives of the Frankfurt Chamber of Commerce and with officials of the Dresdner Bank.

In Stuttgart, the mission visited the Mercedes plant and Cross Europawerk, a subsidiary of the Cross Machinery Co. of Michigan. In Munich, they toured the Bavarian Motor Works Corp. A need for diemaking facilities in the immediate area of Munich was indicated.

The mission's primary destination in Italy was Turin, home of Fiat. A major Fiat subsidiary, which provides 80% of all plastic parts used by Fiat, is interested in purchasing prototype injection molds and in obtaining the latest injection mold techniques. Stirton indicated that five DTA firms would have an interest in this business.

Two members of the mission traveled to Milan where they met with the purchasing directors of the firms, Alfa-Romeo and Alfa-Sud. Alfa-Sud is a new company created for the purpose of opening an automotive plant in Southern Italy to substantially increase industrial production in that area. With production scheduled to commence in the spring of 1971, the plant will employ 2,500 people and produce 1,000 cars a day. Ultimate production will be 2,000 cars a day.

The members held meetings with representatives of Misal, Giustina and Olivetti, firms interested in serving as distributors for U.S. machinery and in seeking U.S. distributors for their products.

On the last business day in Turin, appointments were held in the offices of the Italian chamber of commerce, operated by the Italian government. All firms, whether local or foreign, doing business in Italy must register with the chamber.

In France, Sweden

In the greater Paris area, the mission toured the plants of Simca, Renault, and Citroen. Renault's particular interest was in assembling machinery related to glass

handling treatment. A member of the mission producing such machinery is developing a proposal on this equipment. Citroen's manufacturing manager indicated a need for small progressive dies, die cast dies and special equipment to test engine block porosity. Citroen has invited DTA bids on die cast dies for a transmission case.

In Sweden, the mission went to the Volvo plant in Skovde. Information was exchanged and an invitation extended for the production manager to visit the DTA offices during a planned U.S. tour in 1969.

At the Saab plant in Gothenburg, the mission learned that company plans call for a new plant to be constructed in 1971. Associated with this would be a major demand for plant tooling.

A meeting was also held with the Special Maskiner Co. of Gothenburg. This company is looking for U.S. firms to license and manufacture a patented tape control boring-milling machine. It is also interested in selling time to U.S. machine tool companies for the construction of tools for delivery to the European market. Company officials intend to meet with DTA officials during a visit to the United States next year.

Die shortage

In London, the mission was met by representatives of the Ford Motor Co. subsidiary in Dagenham, England. Officials of the plant's Metal Stamping Division said that the company has a die shortage and indicated a desire to have a large die shop constructed in the immediate area of the Dagenham plant. Bids were invited from DTA equaling 600,000 hours of die work; in dollar value, this could approach $6 million in potential business for the DTA over the next two years.

The mission toured the General Motors subsidiary plant in Vauxhall. Vauxhall also reported a die shortage and invited bids on die work.

The DTA mission was approved by the Commerce Department under its industry-organized Government-approved trade missions program. Participants doing business for their own companies, in Detroit unless otherwise specified, were: Richard L. Davis, Davis Tool & Engineering Co.; Leslie B. Denton, Detroit Engineer & Machine Co.; Fred Dickson, Jr., Edward L. Marley, and Raleigh L. Martin, Dickson Tool & Machine Co.; August G. Hebel, Jr., Bonal Machine Co.; Charles Turner and R. N. Turner, Turner Bros., Inc., Ferndale.

Mission Director DeJonge represented the State of Michigan during visits to U.S. embassies and consulates, and chambers of commerce. He also met with directors of the Illinois and California trade promotion offices in Europe and accompanied mission members to meetings with European firms.

The Detroit Tooling Association is comprised of 162 member and associate member firms ranging in size from large corporations producing specialized machinery to small tool and die shops.

U.S. insurance firms paid $63 million for '67 reinsurance

Practice enables single primary ensurers to underwrite larger risks

U.S. insurance companies made net payments of $63 million to insurers in other countries on reinsurance transactions in 1967.

The term "reinsurance" describes the transfer by insurance companies of a portion of the liability they have assumed to other insurance companies, that is, reinsurers. The reinsurer receives a proportionate share of the original premium and shares in the payment of losses incurred by the ceding insurance company. The purpose of reinsurance is to make it possible for a single primary insurer to underwrite risks which it could not otherwise handle and to avoid large year-to-year fluctuations in its underwriting results.

The volume of reinsurance business between insurance companies in the United States and insurers in other countries is smaller than the volume of such business between insurance companies in the U.S.

In 1967 U.S. insurance companies paid $381.9 million in premiums for reinsurance purchased from foreign reinsurers and recovered from them $302.6 million in losses. The $79.3 million excess of premium paid over losses recovered was offset by net receipts of $16.3 million by U.S. reinsurers on reinsurance they sold to foreign insurers. U.S. insurance companies received $143.2 million in premiums on reinsurance sold abroad and paid losses thereon of $126.9 million.

Of the $381.9 million of premiums paid by U.S. insurance companies in 1967, British reinsurers received $311.3 million, or 81% of the total.

Two-thirds of the $143.2 million premiums received by U.S. insurance companies on reinsurance sold abroad came from Western Europe.

Work on Rotterdam world trade center to begin next year

Twin 35-story office buildings designed by Chicago architects

Work on Europe's first major world trade center, to be located in Rotterdam, is scheduled to begin early next year.

The center will provide office facilities for importers and exporters and other foreign-trade-oriented businesses as well as display space for their products. An up-to-date international trade information library will be part of the Center. Also planned for the complex is an office pavilion for the Rotterdam Port Authority and a 300-room hotel.

The architect for the project is the Chicago office of Skidmore, Owings & Merrill.

The two 35-story office towers will offer a total of 1,230,000 square feet of rentable area, providing tenants with an easily changeable, air conditioned environment. Electronically controlled, automatic elevators will speed tenants to their various floors.

Over 280,000 square feet of exhibition space will be offered for rent within the two trade mart buildings. Wide corridors and shopping windows will allow maximum sales appeal to buyers and visitors.

The World Trade Center will be built in several phases with the South Office Tower to be included in the initial phase. When completed in mid 1972, the entire center will enclose over 2.7 million square feet of space. The complex also includes the improvement of the entire Leuve Haven waterfront.

New Mexico document

U.S. exporters are reminded that in order to clear goods through customs Mexican importers must, effective Jan. 1, present the special "Vendor's Declaration" in addition to other shipping and entry documents. The nature of the form and information required thereon was described in *International Commerce* of Sept. 23, page 29. Copies of the form are available from Mexican Consulates free of charge.

'E' AWARD CEREMONIES honored recent recipients. Left photo, Stephen B. Clarkson (l.), special assistant to Under Secretary of Commerce, presented 'E' to James R. Carter (2nd l.), pres. of Nashua Corp. Also attending presentation were U.S. Rep. James C. Cleveland (3rd l.) and Gov. John W. King (r.). Right photo, attending Honolulu ceremony were (l. to r.): H. A. Walker, Jr., president of AMFAC; Fred Simpich III, general counsel, Department of Commerce; H. C. Eichelberger, chairman of board, AMFAC; D. W. Larsen, executive vice president, American Factors Associates, Ltd.

New Hampshire office suppliers, Hawaii-based counseling firm earn 'E's for increased exports

Nashua Corp. used distributors, trade shows, joint ventures; American Factors Assoc. executives traveled to promote services

A New Hampshire manufacturer of office products and a Honolulu-based management counseling firm have received Presidential "E" awards for increasing exports.

The Nashua Corp. of Nashua, N.H. has more than doubled exports of its reprographic supplies, packaging products, and commercial and industrial tapes since 1965. The company has made use of a distributor network, trade show participation, foreign travel by executives, and joint venture operations to sell its products in some 90 countries.

Nashua formed an international division in 1963. Prior to that time the firm, which had operated a branch factory in Canada since 1920, had had only minor export sales, and agents for only one line—its package sealing machines. In 1962 Nashua had formed a jointly-owned subsidiary with a large paper converter in England to serve as European distributor for the adhesive coated papers and charts manufactured by both companies.

In 1963 Nashua acquired Copycat Ltd., one of the largest distributors of office copy products in the United Kingdom. The firm marketed products manufactured by Nashua and other U.S. manufacturers. The U.K. joint venture was liquidated in 1967, but sales formerly made through it were turned over to Nashua's international sales division.

In 1966 Nashua and a West German company formed the jointly-owned Copycat GmbH, to market electrostatic office copy products in the Common Market countries.

Nashua's growth in foreign markets has not been limited to Europe. Over the past five years a network of foreign distributors was established around the world, and during 1967, shipments were made to 90 countries, 70 of them on a regular basis. Nashua has full time representatives in Europe, South America, and Australia, and company executives travel abroad regularly—the international sales manager covers approximately 90,000 miles per year, and the president, vice president and controller last year traveled a total of 200,000 miles outside the United States.

Nashua uses foreign language advertising, and has multilingual staff members at its home office.

American Factors Associates, Ltd., a subsidiary of AMFAC of Honolulu, has received the Presidential "E" award for increase in export of its scientific and management counseling in industrial-agricultural fields.

The company, which was founded ten years ago, has conducted a strong advertising, market research and public relations program. The first year was spent dealing with problems of language, lack of contacts in foreign areas, and the heavy expense of traveling and introducing a comparatively new service. American Factors' services have since been extended to 26 areas of the world.

In Australia, American Factors is the managing partner for some one and a half million acres of barren, sandy land covered with scrub, which is being converted into agricultural and ranching land. Wheat and other cereals are already being grown.

American Factors is managing agent for a new sugar company in Kenya, and has worked on sugar programs in the Philippines, the Dominican Republic, and Puerto Rico.

The company has signed a contract with

the Philippine Government to undertake studies for large scale rice production.

American Factors has supervised irrigation projects from Taiwan to Puerto Rico, and served clients in the development of tropical fruit production in Colombia, Honduras, the Philippines, and Africa. Factory consulting and design work has been carried out in Brazil, Okinawa, Mexico, Peru, Venezuela, and other areas.

The firm has relied on a strong marketing program to promote its services abroad. This has taken the form of personal contacts, backed by an extensive media program.

In 1960 American Factors originated a newsletter—*Industrial-Agriculture Research and Management*. It is sent to worldwide sugar mills with an annual capacity of 5,000 tons or more as well as to other contacts developed by staff officers.

American Factors has published promotional brochures in several languages, and prepared a sound slide presentation in both English and Spanish. The company frequently places advertisements in international journals.

Company income has increased 30% yearly. The firm has only 20 employees, an indication that a small company can achieve success in the field of exporting.

Belgian parties denied U.S. export privileges

A Belgian firm, Manufacture Belge D'Aiguilles S.A. (MBA) of Eupen and Joseph Kockartz, a former employee of the firm, have been denied U.S. export privileges for violations of the U.S. export regulations.

According to the U.S. Commerce Department's Bureau of International Commerce (BIC), the action was based on findings that the parties had made an unauthorized shipment of U.S. commodities from Belgium to Cuba, and had misrepresented to U.S. suppliers the destination of other commodities they attempted to procure and intended unlawfully to reexport to Cuba. The commodities involved were parts for sewing machines and leather tanning equipment.

BIC said that Kockartz, who was in charge of the company's trade with Cuba, was primarily responsible for the violations which were carried out for the company. The company admitted the violations and its legal responsibility and consented to the order against it, but said that Kockartz acted without the knowledge or approval of its responsible officials. MBA discharged him after the order.

NEEC urges tax incentives to spur U.S. exports; wants end to controls

Advisory group recommends broad-based turnover tax for export rebates, continuation of liberal foreign trade policy

The National Export Expansion Council has recommended new tax incentives for exporters and improved coordination of U.S. Government agencies in the international trade area.

The 72-member Council, which advises the Secretary of Commerce on policies and programs to expand U.S. exports, asked the Secretary to forward the recommendations to President Johnson and to the new Administration. The recommendations are based on the decisions of a NEEC meeting in Washington Nov. 15 (see INTERNATIONAL COMMERCE, Nov. 25, p. 5).

The Council said that actions in the tax field are needed to place U.S. exporters on a par with exporters in competitive trading nations. Export rebates and border taxes in several European countries place the United States at a disadvantage, the Council said.

Turnover tax recommended

The Council recommended that the United States study the feasibility of a value-added or other broad-based turnover tax as a major source of revenue in place of part of the revenue from the income tax. Under the General Agreement on Tariffs and Trade (GATT), indirect taxes of that type—and not direct taxes, such as the U.S. income tax—are allowable as the basis for export rebates and border taxes.

The Council recommended that export credit be exempted from Federal Reserve curbs on foreign lending by commercial banks. It said the Export-Import Bank rediscount facility should be improved, and that consideration should be given to making its functions part of the Federal Reserve System, in conformity with the practice in other countries.

The Council said responsibility for developing U.S. international trade must be centralized to give "more coherent and consistent direction" in trade policy, trade promotion, export credit and investment policy.

Efforts to improve the U.S. trade position and the balance of payments should not be considered successful, the Council said, until a position approaching equilibrium can be reached without "such restrictive measures as the current foreign credit and direct investment control programs." Elimination of these programs "as early as possible is highly desirable," the Council said.

The Council said that domestic economic policies should be framed with due regard to their consequences for trade and the balance of payments, and the need to avoid pressures that unnecessarily add to imports or reduce exports. The U.S. Government should take a "firmer role in dealing with inflationary pressures that threaten to weaken our international and domestic competitive position" and should pay more attention to "positive measures" to make U.S. products more competitive against imports in the domestic market, according to the Council.

East-West trade favored

The Council said the United States "should continue to follow a generally liberal foreign trade policy, while seeking to remove both tariff and non-tariff foreign trade barriers." And in a brief statement, the Council went on record in favor of more East-West trade: "The United States should pursue aggressively the building of economic bridges to the block countries with a view to encouraging more commercial ties with the West."

The Council endorsed the Commerce Department's new five-year export strategy, export targeting and automation of commercial information and foreign market data and urged the Department to take into account the need for expanding the export of services as well as merchandise.

Grenada to stage exhibit spotlighting CARIFTA trade

Members of the Caribbean Free Trade Association have invited world traders to display their wares at CARIFTA EXPO '69, to be held in Grenada from Apr. 5 to May 4.

Exhibit sites of up to one-half acre will be available, at $5 per square foot. Technical and engineering services will be provided where requested.

For further information, **write:** The Office of the Premier, St. George's, Grenada, West Indies.

Exhibition at Tokyo Trade Center to feature advanced types of U.S. analytical, laboratory equipment

Market data show good prospects for growth of sales to universities, national research institutes, private industry

Japan's economic growth rate, highest among the world's industrialized countries, has led to high sophistication in the instruments Japanese scientists and technicians use in research and industry.

These are the classes of products that U.S. manufacturers will show to a proven customer group in an advanced analytical and laboratory equipment exhibition at the U.S. Trade Center in Tokyo next May 12-17.

Linking Japan's dynamic growth with the advanced capabilities of American instrument makers, the exhibition offers excellent sales opportunities for U.S. companies willing to investigate Japanese industrial requirements, according to the Commerce Department's Bureau of International Commerce. Japanese buyers already are familiar with U.S. products and techniques in this field and recognize their advanced development.

Market data compiled by Commerce, including private surveys conducted in Japan, underscore prospects of sales growth. Japanese expenditures for research and development by universities, national research institutes and private companies have increased between 15 and 20% annually in recent years—pointing toward a $600 million equipment market by 1970 if the trend continues.

Multi-category classification of products precludes pinpointing the level of Japanese production of the specific types of laboratory and research equipment to be shown at the Tokyo Center. Japanese manufacturers of analytical instruments have not been able to keep pace with the rapid development in other manufacturing areas and, consequently, heavy reliance on imports of sophisticated products will continue.

The U.S. share of total imports now exceeds 50% in most categories and reaches as high as 80-100% in some cases.

The following products have been identified as having a continuing high sales potential in Japan:

Micro-oxygen analyzers, chromatographs, nuclear magnetic resonance spectrometers, infrared spectrophotometers, emission spectrophotometers, fluorescence spectrometers, mass spectrometers, gamma x-ray analyzers, automatic membrane osmometers, colorimeters, precision balances, and centrifuges.

Even in some instances where Japan has competitive domestic production of specialty instruments, U.S. products are hardly excluded from sales opportunities. For instance, there are about 15 Japanese manufacturers of chromatographs, with products considered both economical and reliable, but American-types of highly advanced models and special parts nevertheless have a market in Japan.

Similarly, the inability of Japanese manufacturers to interface analytical instruments with computer technology offers a unique opportunity for U.S. manufacturers. The chemical processing industry is singled out particularly as needing programmable analysis equipment.

Among other examples, radiation technology is still a developing field in Japan, and there is great potential for the export of U.S. products.

The May show will be the first at the Tokyo Center on this particular scientific theme since 1963, but various recent Commerce-sponsored exhibitions of highly specialized scientific products elsewhere have pointed to million dollar sales results for U.S. exhibitors. For instance, a May 1968 showing of analytical instrumentation for the life sciences at the U.S. Trade Center in Stockholm brought a $1,046,000 first-year sales prediction by 30 participating U.S. firms. A show at the Trade Center in London the same month will realize sales of $1.3 million within one year, according to estimates by the 25 exhibitors of American physics research equipment.

U.S. manufacturers interested in participating in the Tokyo exhibition, already being promoted among prospective equipment buyers in Japan, may obtain further information from the U.S. Department of Commerce (BIC-936), Washington, D.C. 20230 (telephone: Area Code 202, 967-5286), or from any of the Commerce Field Offices.

Chemicals and equipment theme of South African show

South Africa's first Chemical Industries Exhibition will be held July 14 to 19, 1969 at Milner Park in Johannesburg, South Africa's major commercial center.

Sponsored by the South African Exhibition Organizers, the show will coincide with an international symposium on the chemical control of the human environment. These two events together are expected to draw many visitors from abroad, as well as from all over the Republic.

U.S. firms producing raw materials and chemicals, chemical engineering and processing equipment, air and water pollution control devices, and laboratory equipment will find this exhibition a useful vehicle for increasing sales to the Republic. The size of this market is indicated by the fact that South Africa's total imports of chemicals amounted to just over $220 million in 1967. In recent years, U.S. chemical products have enjoyed a particularly high reputation, with some 30% of total chemical imports coming from the U.S.

Write: South African Exhibition Organizers, (Pty.), Ltd., P.O. Box 2900, Johannesburg, South Africa. Further details regarding the international symposium are available from Douglas Maude, Organizing Secretary, Council for Scientific and Industrial Research, P.O. Box 395, Pretoria, South Africa.

German dairy show seeks ice cream equipment makers

The organizers of the second International Dairy Equipment Exhibition, scheduled to be held in Frankfurt, Germany, on June 23-27, 1969, have announced that additional display space is available for firms manufacturing production and packaging equipment for the ice cream industry.

U.S. makers of machinery in this field have been invited by the management of the fair to file space applications soon. The additional space is not expected to be available after Jan. 1, 1969.

Market potential for ice cream equipment in Germany appears to be good, according to reports from U.S. commercial officers on the scene.

Write: Deutsche Landwirtschafts-Gesellschaft, 6 Frankfurt am Main, Zimmerweg 16, Germany.

Worldwide Business Outlook pages 13-24

CURRENT BUSINESS DEVELOPMENTS IN BRIEF: Two U.S. firms have established subsidiaries in the province of Nord Brabant in the **Netherlands.** E. F. Barwidk Industries, a tufted carpet manufacturer, has opened a factory at Oss for production of carpets for the European market. Gordon Piatt Inc. has begun assembly of gas and oil burners, parts and accessories at its plant in Tilburg. . . . The firm of Kugelfischer Georg Schaefer & Co. of Schweinfurt, **Germany,** manufacturer of ball and roller bearings, plans to construct a $10 million plant in Joplin, Missouri, within a year. The new plant, FAG Bearing, is expected to manufacture a complete line of bearings. . . . At Villacidro in **Sardinia** a large industrial complex of Omniafili, a Milan firm, will shortly begin processing acrylic and polyamide fibers produced by the Sardinian plants of Snia Viscosa, Rumianca and Saras. A total of more than $64 million will reportedly be invested by the Snia Viscosa and Omniafili groups in the construction of six plants, three of which were recently inaugurated. It is expected that approximately 4,000 people will be employed when the entire complex is on stream. . . .

40,000 tons of crude oil, representing the first exports from the Gulf Oil Co.'s multi-million dollar **Angolan** oil concession, were shipped from Cabinda enclave to Denmark on November 27.

Libya attracts sellers

Oil wealth creates fast-growing market; reflected in strong import increases

By THOMAS T. TURQMAN
Commercial Attache, U.S. Embassy, Tripoli

Libya's rocket-like rise as a producer and exporter of oil has attracted numerous American oil field equipment and service companies. U.S. oil field suppliers of pipes, pumps, generators, engines, communication, transportation, drilling equipment and other light and heavy machinery have made Libya a target market and have exploited it thoroughly and efficiently.

Yet U.S. exporters have not been equally quick to take advantage of the impact this new prosperity has had on the other parts of the Libyan economy. With petroleum revenues expected to reach close to $1 billion by the end of the Libyan fiscal year (March 31) and 70% of all petroleum revenue directed by law to development projects—which are heavily dependent on imports—the potential in the non-oil sector market is dramatically revealed.

Moreover, the nearly two million Libyans with rapidly rising personal income —GNP on a per capita basis is estimated at over $800 for 1967—represent a purchasing power far in excess of their number in comparison with other underdeveloped countries. This is reflected in steadily increasing Libyan imports which for Jan.-June 1968 period totaled $312.1 million, approaching 1967's full year figure of $476.1 million (both figures c.i.f.).

The non-petroleum sector has been left instead to a relatively few well-established overseas U.S. companies or their European subsidiaries and to the many eager foreign businessmen actively competing with each other and the United States in this growing market. Representatives of these countries see Libya as an exceptional outlet for their country's exports and, more importantly, as an outstanding source of hard currency. Eastern European countries have even been known to accept a break-even point or a small loss on a project for the benefits gained by receiving hard currency.

This competitiveness is also being felt in the oil sector—traditionally a U.S. preserve—and U.S. exporters selling to American oil companies operating in Libya are beginning to feel the crunch of aggressive selling by non-U.S. firms.

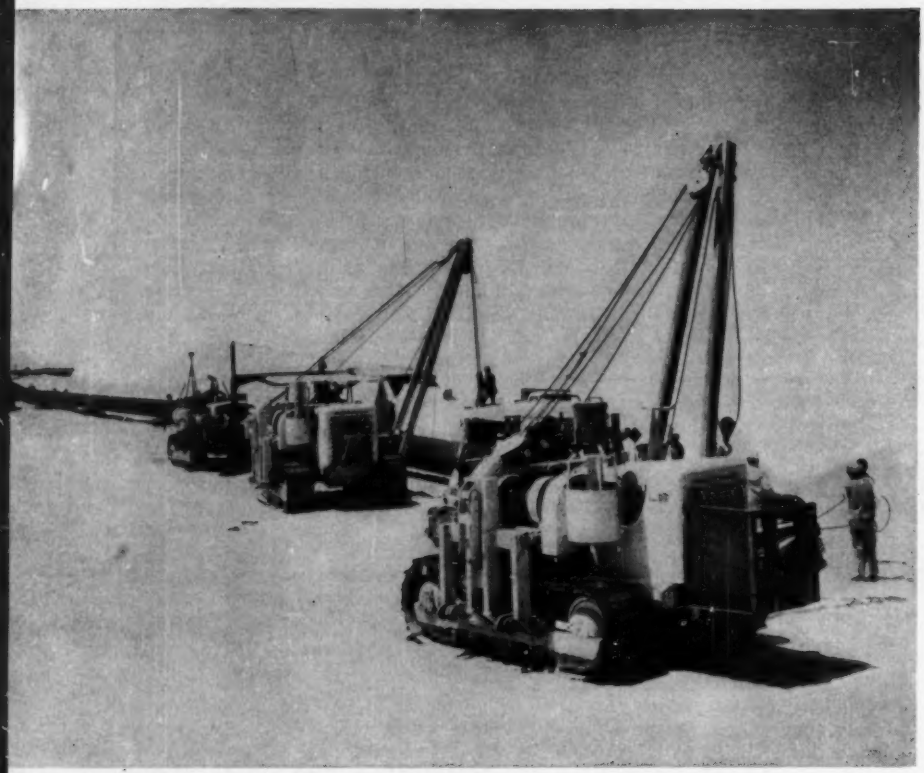
U.S. recovers fast

This is not to say that the United States is losing its position in this market. To the contrary, U.S. exports to Libya have recovered sharply following the 1967 Middle East crisis and first half figures for 1968 show impressive increases —albeit oil-sector-generated—for U.S. products. The U.S. share of the Libyan market jumped from 11.9% for 1967 to 18% for the first half of 1968. What is happening, however, is that U.S. businessmen are foregoing many of the opportunities to be found in the most rapidly expanding economy in North Africa.

With the planned initiation of the second five-year plan in 1969, Libya will undergo a surge in road, airport, port, communication and telecommunication development. New hospital, school, office building and home construction will continue at an even more intense pace. The government's ambitious agricultural plans will receive a further boost, while the first organized attempts to develop a manufacturing base will be started. Libyan efforts to develop its infrastructure are in effect moving from the position of simply fulfilling basic needs to a stage of refinement. It is perhaps at this stage also that U.S. manufacturers and exporters have the greatest potential for success.

Communication equipment. With the completion of a microwave telecommunication hookup from the Tunisian to the Egyptian borders, Libyan planners are now refining communications systems and expanding these systems inland. There is a very real possibility that two coaxial cables will be laid very shortly; one across the Gulf of Sirte connecting Tripoli and Benghazi and the other overland along the coast of Libya. Although British, Swedish and German companies have so far dominated equipment sales, U.S. companies have captured a number of microwave projects sponsored by the Libyan Government and American oil companies. This is an intensely competitive market and influences are brought to bear wherever possible, but U.S. companies are by no means excluded.

Cargo-material-handling, port equipment. Against the background of increased oil sector activity and growing civil imports, cargo impaction in the ports of Tripoli and Benghazi has become an ever more serious problem calling for imaginative new solutions. In addition to port expansion and the development of satellite ports outside Tripoli and Benghazi, for the first time Libyans are looking seriously at container shipments and advanced cargo handling techniques



U.S. EXPORTS TO LIBYA have recovered sharply since the 1967 crisis, and our share of the import market went up from 11.9% to 18%. Here, U.S.-made tractors lay a pipeline across the Sahara.

including automatic document handling. Two major U.S. companies have been actively preparing proposals in the field of documentation, but to date there is no indication that U.S. companies have seriously studied sales possibilities in the area of cargo container and general material handling.

Air traffic control, cargo loading equipment and aircraft. Expansion and modernization of the Tripoli and Benghazi civil airports and the development of smaller inland airports will require re-equipment and new communication equipment. Moreover, with a new generation of aircraft expected to be purchased sometime in 1969, new cargo-handling and storage equipment will be required. Meanwhile, the major U.S. suppliers of aircraft are pursuing the sale of new generation aircraft.

Libya also presents opportunities for sales of small aircraft. Distances are vast and Libyan officials are air travel oriented. The small aircraft market, therefore, also holds strong potential for American exporters.

Scientific and educational equipment. Advanced equipment for hospitals, universities and schools enjoys a growing market. U.S. manufacturers have demonstrated their competitiveness in this area and the Libyan requirement for high quality, low maintenance scientific apparatus has placed the United States in the forefront of the many suppliers of this equipment. Libyan educators, through an interchange of U.S. and Libyan teachers, have been exposed to U.S. advanced and remedial teaching equipment and funds are available to purchase this equipment where and when needed.

Building construction, equipment and supplies. Office buildings and home construction continue to surge forward. Private as well as institutional funds are being poured into office construction; home construction for the most part is sponsored under ambitious government housing plans. New hotels, spurred by an awakening to the possibilities of tourism, are also breaking through the traditional skyline of minarets in Tripoli and Benghazi.

This building activity has generated a demand for modern office equipment and furniture. Moreover, industrial air conditioning units as well as small air conditioning units are in great demand (U.S. air conditioning products have been very successful). Office furniture is required and there is a strong feeling that the American type stain-resistant, hard-wearing, low-cost furniture will sell in Libya. Building material sales, led by Italian companies (this is one of the most price-conscious industries) remain high.

Agricultural and food processing machinery and equipment. Efforts to increase production of poultry and dairy products and to develop a higher quality and yield of tomatoes and fruits have maintained the already active market for tractors, fertilizer, pumps, sprinkler, irrigation and other general farm equipment. Libyan development plans also call for industries to process these products and equipment for sorting, cleaning, wrapping, canning and bottling is presently under study. Hatchery equipment, automated feeding and milking equipment are also in demand. Although this market is still in its earlier stages and to some extent is experimental, it is growing steadily.

Electrical equipment and supplies. Extensive construction activity in all parts of the economy has generated a demand for electrical equipment and supplies. This market too has been dominated by lower cost European manufacturers but medium sized specialized U.S. manufacturers may on a select basis, compete successfully in this market.

Consumer appliances. Libya's expanding economy is producing a general multiplier effect, the most striking result of which is the flow of money to the consumer for more non-essential items. Although price is still a dominating factor, product quality plays an increasing role. An example of this is found in the sales of an international U.S. manufacturer of household appliances represented in Libya.

This organization reports that contrary to expectations, the buyers for the expensive and larger refrigerators are not only the expatriate communities in Libya, but also middle class Libyans who seek a high quality product. This is particularly true because maintenance and repair facilities are expensive and in some cases unavailable. It is also pertinent that the Libyan consumer for an expensive household appliance will often insist on the U.S. manufactured product as against the same product manufactured by an overseas subsidiary.

Packaged and canned foods: Many of the major producers are already marketing in Libya, but with growing consumption, the demand for canned food increases. Despite stiffening competition from Eastern European canners, Libyan importers are constantly seeking new sources of quality packaged and canned goods for either bulk purchase or under

an agency agreement. Although there is a preference for brand names, Libyan importers are interested in non-brand name quality and competitively priced products. The U.S. reputation for quality foods, canned fruits especially, offers a strong advantage.

Automotive repair: More automobiles are sold in Libya on the basis of service potential than probably any other factor. Libyan roads, climate, a propensity for hard driving and the proverbial shortage of skilled labor have created real service problems. The major European distributors have relatively good equipment and one newly-appointed agent for a U.S. car manufacturer has recently imported a complete diagnostic clinic.

For the most part, however, there remain a number of independent mechanic shops with only rudimentary equipment. As the number of passenger cars continues to swell in Tripoli and Benghazi (personal vehicle registration has been increasing approximately 10,000 per year since 1965), this market takes on added importance and offers U.S. exporters new opportunities. Of special value would be equipment designed to operate with minimum training.

Architectural and consulting engineering: An area of recognized importance in Libya is the role of the consultant; equipment sales are obviously influenced by specifications and more and more countries interested in exporting to Libya are also encouraging their architectural and engineering consultants to compete for the many excellent opportunities Libyan development plans offer.

U.S. companies, with some notable exceptions, have restricted their design and consulting activities to the petroleum sector. British, Scandinavian, Italian and French architects and engineers have for the most part dominated the Libyan industrial and developmental sectors, and in part account for the apparent inability of more U.S. construction companies to compete in the non-petroleum sectors.

Construction activity and equipment. Construction activity continues to be dominated by low-cost Mediterranean and East European contractors. Libyan planners nevertheless solicit interest and participation in tenders for construction work by U.S. companies in the more specialized work such as port construction. U.S. companies, though, have found it difficult to compete in this market, especially with Eastern European contractors.

U.S. construction companies entering this market should also be prepared for a uniquely internationalized work situation. It is not unusual to find a British-designed project executed by Yugoslav, Bulgarian or Czechoslovakian workmen utilizing U.S. equipment. In this connection, major road and construction projects offer excellent opportunities for the sale of heavy tractor, road grading, earth moving and other construction equipment.

Desalting and water purification equipment. Libyan aspirations for agriculture-based small industries depend on the availability of water for agricultural development. Consequently, this is an area of vital importance for all Libyans and offers strong potential for U.S. manufacturers. Economically operated, municipal-sized, hotel and small unit desalting and purification plants are expected to have excellent sales possibilities. Automatic control systems for water and waste, although a less understood concept, offer further equipment sales potential in this field.

Price, credit and product

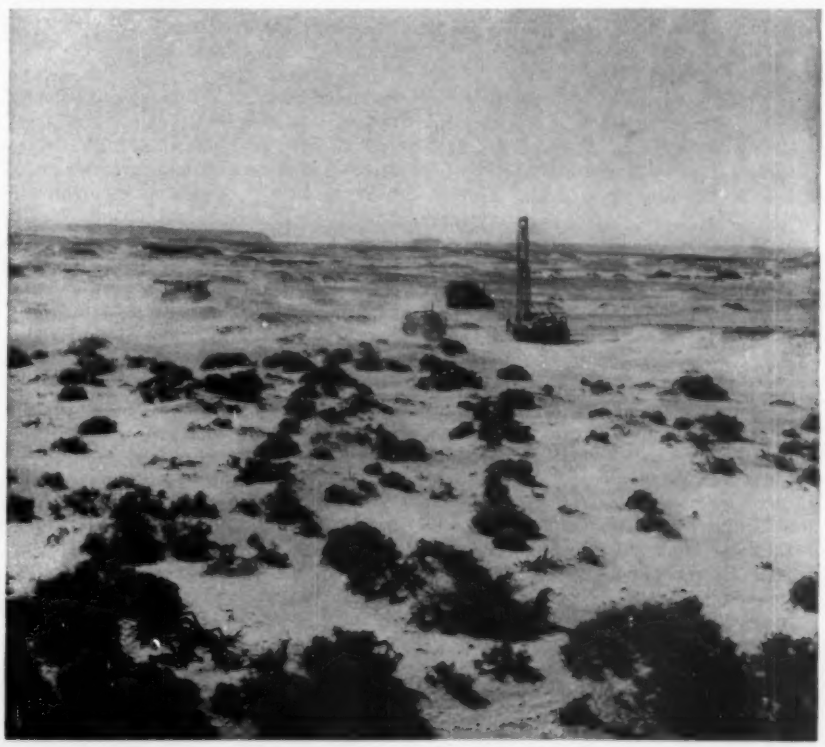
Unquestionably, Libyan buyers are price conscious. Price, however, is not always the dominating factor in sales of advanced and heavy equipment. Low maintenance and operation cost factors are also important in an economy which has a serious scarcity of skilled labor.

Libyan agents are used to dealing with favorable credit facilities. European manufacturers appear able to offer attractive credit terms not always matched by U.S. exporters unaware that they could offer comparable terms through the use of export credit insurance available through the Foreign Credit Insurance Association.

Moreover, a U.S. company demanding an irrevocable letter of credits or sight drafts, necessarily narrows his selection of available agents to the more prosperous, successful agent who is usually understaffed, overworked and carrying more agencies than he can properly service. Limited credit facilities more often than not eliminate the newer, more aggressive agent who can often do a better job for a specialized product or a product without a well known trade name. The low incidence of trade complaints indicates the overall reliability of Libyan agents.

Beyond price and credit terms, product uniqueness also plays a significant role. Recently a U.S. manufacturer of fire fighting equipment received initial orders of $30,000 following a short but intensive sales promotion in Tripoli alone. The product was by no means sophisticated but it offered a simple and unique solution to a problem. Small American manufacturers with similar products have overlooked this market. It should be emphasized, however, that this company with its local agent undertook a short

COMPETITORS ARE MOVING IN on the once secure position of U.S. firms selling to the American oil companies operating in Libya. Below, a Mobil seismic crew prepares to drill a shot hole in the desert.



but extensive period of market promotion.

The role of the agent and/or importer is crucial in Libya. Sales are affected in great part by face-to-face contact and by well established connections in the public and private sectors.

The two commercial centers in Libya, Tripoli and Benghazi, are more than 650 miles apart by road and there are few agents able to service both areas equally well. The Libyan commercial agency law requiring all agencies to be in the control of Libyans or wholly Libyan-owned companies underlines the importance of agent selection in exporting to Libya.

Libyan development projects, schools, hospitals, broadcasting facilities, power stations, and similar projects generate the overwhelming amount of equipment sales. Consequently, the international tender is the most commonly used vehicle for purchasing. U.S. exporters, therefore, must be prepared to tender, which can be a time-consuming and expensive process.

Because of this, U.S. manufacturers often prefer to utilize a local representative or agent who can prepare and coax the tender through to its final stages. Foreign companies may, however, tender directly for international tenders. The agent, furthermore, will often have access to information prior to the tender publication, which allows more time for preparation. Advance knowledge of tenders (some businessmen assert that once the tender is published it is almost too late to compete successfully) and the proper processing of tenders are key principles in successful sales to Libya.

Even a good agent, however, is ineffective without the active support and guidance of his principal. Too often, U.S. exporters have lamented that their product is not receiving the attention it merits or that the agent has in the meantime assumed a competitive line. Frequent visits will help to prevent this and are mandatory if a company is seriously interested in pursuing this market. The most successful dairy product in Libya is a U.S. product and it is noteworthy that the U.S. company representative for this product is one of the most frequent business visitors to Libya.

The Libyan economy is expected to go only one way—upward. It will continue to offer exporters excellent opportunities, but competition will also become much more intense. Libya is not an easy market to exploit, distances are great, language problems exist and Libyan businessmen traditionally look to Europe for trading contacts. U.S. products have established themselves, however, and for those exporters willing to devote the time and expense to thoroughly developing it, this market can be richly rewarding.

Economic breakthrough seems near in British Honduras, but border dispute may delay independence

Geographic position, preference for U.S. goods hold promise; tourist industry's potential is just beginning to be tapped

British Honduras appears close to an important breakthrough in economic development, according to the annual Economic Trends Report from the U.S. Consulate at Belize City. Private foreign investors, mostly from the United States, are attracted by the country's stable government, nearness to the U.S. and Caribbean markets, potential for agricultural and tourist development, and development concessions.

With its small population and per capita income in the $300 range, British Honduras does not offer a large market for U.S. products. But its geographic position and potential for development make it more important than it would otherwise be. Less than 800 miles from Miami, it can develop into a thriving agricultural community engaged in trade with Central America, the United States and the Caribbean.

The United States can be expected to maintain its one-third share of the market as the country develops. Good sea and air transportation from the United States and a very definite preference for U.S. products in certain fields combine to give U.S. exporters a real advantage. The November 1967 devaluation, which increased the cost of U.S. goods by 14% relative to British goods, did not cut into the U.S. share of the market, for example. Manufactured products from CARIFTA are not expected to reduce the U.S. share significantly.

The country presents an opportunity for U.S. private enterprise to use profitably its know-how in large scale mechanized agriculture, in processing of agricultural, fish and forest products, and in tourism. By doing so it will participate in development of an area important for U.S. national interests and will gain entry to the Caribbean Free Trade area.

The U.S. Government encourages such investment through its investment guaranty program, which includes extended risk guaranties in the case of British Honduras, and through the activities of its Consulate in Belize. No U.S. Government capital assistance goes to British Honduras. A small AID technical assistance program helps train civil servants and expand the vocational training capacity of the country, and construction on the first AID housing guarantee project in British Honduras will begin in early 1969.

Finally, technical and material assistance is resulting from the cooperation with the state of Michigan under the Partners in the Alliance program. These programs will help, but private investment is necessary to produce the capital inflows essential for really rapid development.

Unfavorable trade balance

The balance of trade remained highly unfavorable in 1967, although not quite as bad as in 1966. Exports were up slightly and imports down slightly from the 1966 figure. Under the currency board system of British Honduras, the country cannot run a balance of payments deficit of any magnitude over a period of time without an automatic contraction of the money supply. The fact that there has been no such contraction indicates that the unfavorable trade balance has been financed by tourism earnings, remittances, and public and private capital inflows.

A self-governing U.K. dependency in Central America, British Honduras has the population one might expect to find on a small island (118,000), but a land area approximately equal to that of the state of New Jersey (8,867 square miles). For years the major economic activity was logging, and the population lived on imports paid for with timber exports.

Timber has been replaced by sugar and citrus exports, and the country is nearing self-sufficiency in a number of basic food items. Even so, the country has only barely begun to exploit the over two million acres of cultivable land which constitute its major resource.

Few statistics are available to pinpoint the state of the economy. Per capita in-

come in 1964 was estimated at about $300. Sugar production has increased since then, and there have been substantial foreign capital inputs, both private and public.

In October 1967 local businessmen reported a slowdown in commercial activity. This probably resulted from a lag between the completion of one large investment project and the beginning of another. The investment pace has now picked up and businessmen in October reported that commercial activity appears a bit better than a year earlier. Employment has probably increased slightly as well, although significant urban unemployment and shortages of skilled workers still exist.

Although it is not economically measurable, there appears to be greater interest in development and a more optimistic view of the future among the people. In brief, the economy appears to be making progress but could not be described as booming.

It appears unlikely that the country will risk independence without a settlement of the Guatemalan territorial claim, or, in the absence of a settlement, without a British defense guarantee. As a result, investors can reasonably expect one of these or a continuation of its present status as a self-governing British territory. U.S. investors can protect themselves from risks of inconvertibility, expropriation and war through Investment Guaranties.

The economy has been fortunate to have had some comparatively large investment projects over the past few years. A new $15 million sugar factory opened in late 1966. Now the $13.7 million new capital project is underway. This U.K.-financed project involves construction of a government headquarters and town for 5,000 some 50 miles inland.

Private foreign capital is flowing into a number of smaller projects. In 1967 nine development concessions were granted for investments valued at about $1.5 million. So far in 1968 three development concessions have been approved—one for expansion of a fishing lodge on an offshore island, one for a scale fish freezing and processing plant, and one for a tourist development on another offshore island.

Because the population is so small, an investment of $5 million to $10 million can have a tremendous impact. Several projects in this range are now under consideration, two of which—one in agriculture and one in tourism—will almost certainly materialize. These will result in capital inflows which will more than take up any slack in the economy after the completion of the new capital project. Unlike that project, these will be foreign exchange earners and will probably stimulate similar investment by others, thereby greatly increasing the rate of growth.

Rapid development seen

The medium-term prospect is, therefore, for fairly rapid development based on tourism and on export-oriented agriculture. The latter will be mechanized as much as possible, with rice, vegetables and livestock offering the greatest potential. When combined with existing sugar and citrus production, these will give the country a broad range of agricultural exports and will reduce its present dependence on preferential markets. Processing of food and other primary products for export is also likely to expand.

Except for such operations, the manufacturing sector will probably remain very small.

The November 1967 devaluation of the currency from BH$1 = US$.70 to BH$1 = US$.60, which resulted automatically from the devaluation of Sterling, does not appear to have greatly affected the level of the country's exports or imports. It has resulted in an approximate 10% increase in the cost of living, however, which will probably work itself out in higher wage rates in time.

The political situation remains comparatively stable. A two-party parliamentary democracy handles everything but defense and foreign affairs, which are still under British control. The U.S. mediator's proposals for a solution of the Anglo-Guatemalan dispute over the status of the territory occasioned some rioting in May, but the British garrison was never called out. The proposals were rejected by British Honduras and Guatemala, and tensions in British Honduras have now eased even though the dispute remains unsettled.

British Honduras is planning to apply for membership in the Caribbean Free Trade Association (CARIFTA), which is now composed of Guyana, Trinidad and Tobago, Barbados, Jamaica, and several of the small Caribbean islands which are still British territories. The CARIFTA agreement provides for immediate free trade among members in all but a small group of exempted items. An agricultural marketing protocol specifies that members must purchase certain specified agricultural products from other CARIFTA members before they can buy them on the world market.

If it can expand its agricultural production, British Honduras will join Guyana as a supplier of food for CARIFTA's four million people. British Honduras is much closer to the large Jamaican market than is Guyana, and there is good shipping and air service between Belize and Kingston.

The Government of British Honduras encourages development as best it can within the limits of a small budget and a low level of foreign aid (the new capital project excepted). With the local market for government securities limited, governmental borrowing is normally in London for infrastructure projects considered absolutely necessary but not financed by U.K. grants.

Tourism outlook bright

With its 160-mile barrier reef, beaches, fishing, Maya ruins and hunting, British Honduras has tourist potential which is just beginning to be tapped. Air passenger arrivals went from 8,596 in 1966 to 10,354 in 1967. Hotels reported heavier bookings than usual in late 1967 and early 1968. A U.S. citizen is now offering a regular tour service in the country, and tourist developments are underway on several offshore islands and on the mainland in the South. Finally, with the completion of the Belize International airport reconstruction in September, better air service is available between Miami and New Orleans and Belize.

Mexico cement plant to buy U.S. goods through Eximbank

The Export-Import Bank has authorized a $3.4 million Alliance for Progress credit to finance the purchase of U.S. equipment and services by Cementos Portland del Bajio, which operates a cement plant at Leon, some 250 miles north of Mexico City.

The Mexican firm will buy U.S. equipment needed to increase capacity by some 70%. The total cost of the expansion, which is to be completed by the end of 1969, is estimated at $6.5 million, including local costs equivalent to $3.1 million.

Under the proposed terms of the $3.4 million authorization, one-half will be for Eximbank's account and the other half will be financed by Morgan Guaranty Trust Co., New York. The full credit is to be repaid in 12 semiannual installments beginning in March 1970. Interest on the portion for Eximbank's account will be at the annual rate of 6%.

Togo growth is slowing

Coffee crop failure in African nation seen as major cause of economic pause

After several years of rapid economic expansion characterized by high rates of growth in gross domestic product and extensive investments in industry and infrastructure, the Togolese economy has been giving some signs of slowing down for the past year, according to the annual Economic Trends Reports from the U.S. Embassy in Lome.

The most significant event for U.S. business in recent months was the beginning of oil exploration off the coast in November by the Frontier Togo Petroleum Co. (an American firm) and the Union Carbide Petroleum Corp. Obviously, if oil is discovered in commercial quantities, an entirely new situation will exist and accelerated development with rapidly expanding markets will take place. Barring this, and appreciable change in the U.S. presence or share of the market is not expected in the near future.

Many observers believe that the economic slowdown is a temporary malaise due to a combination of a poor crop season and the completion of several industrial investment which have not yet begun to yield dividends to the economy. The worst coffee harvest in a decade in 1967 was the principal factor causing the decline in export earnings.

A 1967 trade deficit of $13.2 million appears to have been more than offset, however, by inflows of foreign public and private investment. In turn, these large financial flows, which had been increasing steadily since independence, engendered a general feeling of optimism that business activity would expand to keep pace.

Merchants miscalculated

Merchants appear to have miscalculated, as by last fall inventories were accumulating and sales falling. One of the principal foreign-owned retail outlets, "Monoprix," closed its doors because of continual losses; another outlet, SCOA, scaled down its operations by eliminating several lines. Several of Lome's famed market women complained recently to the Chamber of Commerce about the business situation and demanded extension of the normal 30-month commercial credits which finance their imports.

Aside from the substantial American investment in a phosphate mine, U.S. business relations with Togo are minimal. There is no reason to presume, however, that this situation will continue indefinitely, as several investment feasibility studies have been carried out in hopes of increasing U.S. participation in Togo's economic development.

In 1967 American business purchased less than 1% of Togo's exports, which totaled $32 million, and supplied only 4% of her imports, which totaled $45 million. During the first half of 1968, U.S. exports to Togo were running at about the same level; U.S. purchases, however, were practically non-existent ($1,472 during the first five months).

The summer months, which are traditionally the bottom of the seasonal business cycle just before proceeds from the sale of export crops begin to circulate, were further complicated by a decline in clandestine trade with Ghana. This trade, which was largely responsible for comparative business prosperity in 1966, depended to a large extent on contraband exports of cocoa from Ghana and transshipment of several imported commodities from Togo, notably whisky and tobacco. Ghana's troubled economy, which enabled its currency to sell in Lome's market at 70% of its official value, has also greatly stimulated this trade.

Although there is little chance of eliminating this profitable commerce, efforts by Customs authorities in recent months have been successful in reducing it to a point where business is noticeably affected. This will become far more serious if—as predicted by local businessmen—Ghanaian tobacco factories begin importing raw materials directly, thus depriving Togo of both sizable customs receipts and business profits.

Of immediate concern, however, are the disastrous rains which have fallen almost continuously since mid-May. The rains normally give way in early July to dry, relatively pleasant weather, permitting farmers to sun-dry corn and other crops while the ground dries for the planting of a second crop before another relatively brief rainy season begins Oct. 1. This year, however, the rains did not stop; precipitation during the "dry" season measured 22 inches—ten times the normal rate. Most damage is concentrated in the southern part of the country, where the 1968 corn crop is estimated to be 50% destroyed.

However, the situation is not expected to result in a general food crisis, although market disruptions and sizable price increases are already being experienced. In late October, the Government banned all exports of corn, beans and yams and suspended import duties on the same commodities in an effort to preserve the price structure. Officials said the move was necessary because local merchants were taking advantage of the even greater crop losses in neighboring Ghana and Dahomey by selling at a higher price there and accentuating shortages in Togo.

A problem of equal gravity—again caused by the rains—has been the total interruption of communication and commerce between the maritime region and the rest of the country on several occasions in recent months. Although main roads are open again, the deep ruts caused by heavy trucks bogging down in the mud make them impassable to all but the most determined drivers. Gasoline and other heavy delivery trucks have had to be transported upcountry by rail to replenish stocks.

Delays in bringing Togo's principal agricultural export crops of coffee and cocoa have also been recorded, although it appears at present that both will have good

Zone offers advantages

The limitations in both size and accessibility of Togo's national market dictate that the investor consider primarily those lines having export possibilities. Feasibility surveys already have been recommended for potential agricultural industries, such as manioc starch production, rice production, and cattle ranching.

The industrial area of the free zone in the newly-opened port of Lome offers an outstanding opportunity for manufacturers to take advantage of: Togo's central location for the West African market; a relatively abundant labor market; customs exemption for imports of raw materials and re-export of finished products; and liberal tax and other benefits for newly-established firms.

years with coffee exports at least doubling last year's disastrous harvest and cocoa also running substantially ahead.

Despite the business down-turn, the Government is continuing its efforts to create the infrastructure necessary for further economic development. A new $21.7 million deep-water port was inaugurated at Lome in April. Its single quay has four berths and can accommodate ships up to 11,000 dwt., making Lome a commercially attractive port for the first time in history.

After six months of operation, statistics reflect a 20% increase in port calls and it appears this trend will continue. A 1,688-acre-free zone is included in the area of the port and contains an area reserved for industry. Water, power, and other facilities have been installed, and the Government is engaged in an active campaign to attract foreign investors to the port.

Highway construction is also high on the list of Togolese development priorities. France and the EEC have agreed in principal to pave the 550-mile road from Lome to Ouagadougou at a cost of almost $20 million. The project will probably take about five years to complete and will open the entire northern part of the country to commerce.

The European Development Fund is in the process of repaving the international highway connecting Dahomey and Ghana.

In September, the International Development Association (IDA) agreed to loan Togo $3.7 million for road maintenance and improvement of feeder roads. Thus, within five years an improved road network linking the country's urban and agricultural centers will be completed and a major obstacle to integrated development removed.

Canadians make loan

A third governmental activity involves the construction of electric power lines from the Volta Dam in Ghana through Togo to Dahomey. The Canadian Government has agreed to loan Togo and Dahomey $11 million to complete the project, which should take about two years. Electric power currently sells in Lome for 11.2¢ per kilowatt hour—one of the highest rates in Africa. With the installation of additional capacity, a dramatic increase in power consumption is foreseen which will enable rates to become much more attractive to industry.

The Government has been commended for pursuing what one international organization called "prudent financial policies." The current Government budget, however, must be seen as contractionary. Although the budget is in balance at roughly $24 million, receipts are projected to expand at a much faster rate than expenditures. This is due almost entirely to expected higher levels in customs duties and international transactions taxes, which account for 70% of total budgetary revenue.

The 1968 capital budget is somewhat smaller than in previous years, while current expenditures continue to grow; however, government economists point out that in Togo the line separating current and capital expenditures is tenuous at best and that many current items could easily fill the requirements as investment outlays. They also underscore the fact that many public investments are financed outside the budget.

Credit doubles

The Government's efforts at infrastructure developments described earlier have made their mark on the credit market in Togo. Domestic credit outstanding in early 1968 was more than double the amount for the same period a year earlier. The recently-created Togolese Development Bank and the commercial banks have been active in extending home and building construction loans which have fostered a 'mini-boom' in the construction industry which should continue for at least the immediate future.

The labor movement, while far from being militant, has become somewhat more vociferous than in recent years. An attempt to organize a general strike was made in May when the Government temporarily balked at accepting a newly-elected Union Chief. Although the unions successfully insisted that the Government accept their choice, they have not pressed unreasonable demands on employees or the authorities. Most labor leaders continue to believe that to do so would unsettle delicate labor/management relations in the eyes of potential foreign investors, who, by choosing to come to Togo, would provide additional jobs.

When speaking of industry in Togo, one is generally referring to only three firms—the phosphate mining and processing company (Compagnie Togolaise des Mines du Benin); the brewery (Brasseric du Benin); and the textile mill (Industrie Textile Togolaise)—which together employ about 2,000 persons or roughly 40% of the industrial labor force.

In 1967 the phosphate mine accounted for $12 million in export earnings. During the first half of 1968, exports were running almost 50% above last year which, if continued, could push production to near its present annual capacity level of 1.6 million tons. The U.S. firm of W. R. Grace & Company owns the largest single interest in this extremely successful enterprise through its Davison Chemical Division.

The brewery, which has been in operation two years and represents a $2 million capital investment, mostly by two German breweries, is also very successful. Sales of this high-quality product have been such that annual output capacity was recently doubled to 1.7 million gallons. The firm expects production to reach the new capacity level by the end of the year.

The textile mill, which is located about 90 miles north of Lome, was also financed principally by private German investors. Like the brewery, it owns very modern equipment and produces an exceptionally high-quality product; however, the new firm's determination to pay off its creditors on time has necessitated marketing its material at a price 25% higher than Japanese imports, with the result that sales have fallen considerably.

In an effort to protect this infant industry, the Government decided in November not to issue import licenses for Japanese printed cotton textiles unless the importer purchases a similar quantity of local material. Although the measure is not likely by itself to solve the industry's difficulties, it provides significant evidence of the Government's intention to protect and encourage newly-installed industries.

German movie industry, 1967, continued downward trend

The difficult and unfavorable situation of the German motion picture industry continued throughout 1967. Although more feature films were released last year, box office receipts dropped despite higher admission prices, attendance declined, and closings of movie theaters continued.

U.S. films maintained their leading position in the German market with regard to first releases and distributors' gross receipts. Gross receipts of film distributors in Germany in 1967 amounted to $57.6 million, with U.S. film distributors receiving $20.4 million, or about 35% of the total.

Production of feature films totaled 93 in 1967, of which 55 were wholly German productions and 38 were co-productions with other countries. In 1966, a total of 60 features were produced, 27 of which were German and 33 co-productions. The increase can be attributed to so-called "young" producers, who made films hoping for subsidies under the new film law. The Law for the Advancement of the German Film became effective on Jan. 1, 1968. Reportedly, about 65 applications for subsidies are on file, but as of Oct. 15, no allotments had been made.

Robust Iranian economy's strong growth rate provides varied openings for U.S. trade, investors

Stable nation can also serve as sales center for regional market; Development Plan projects need advanced technical items

Iran is achieving one of the highest rates of economic growth in the world, it is noted in the semi-annual Economic Trends Report from the U.S. Embassy in Tehran.

Most of the growth, which has averaged 11.3% over the past three years, has been in real terms, since the average annual increase in the cost of living has been well below 1% during the same period.

Evidence that the Government is determined to maintain this enviable record of monetary stability was afforded during November in measures by the Central Bank to raise by 20% its reserve requirements for the commercial banks and to raise the ceilings on the interest which those banks may pay for fixed time deposits and savings accounts. These restrictions on the growth of the money supply should also dampen down commercial imports and thus serve to rebuild foreign exchange reserves to approximately the level of the beginning of the current Iranian year, ending Mar. 20, 1969.

For the potential investor Iran presents not only the most rapidly growing domestic market in the Middle East but also an environment of political stability and progressive reforms that make the country an attractive base for sales to the wider regional market. The Economic Trends report points out that the Fourth Development Plan calls for investment of $10.8 billion, of which the private sector is expected to contribute 45% but actually by far the major share in agriculture, industry, mining, petroleum and construction, the areas of interest to private investors. The ambitious scale of this plan is illustrated by the fact that electric power capacity and the value of production of industry, mining and petroleum are each expected to double by the end of the five-year period. (Detailed report on this plan was published in INTERNATIONAL COMMERCE, Dec. 2, pages 2-7).

The investments by the Government in the infrastructure of roads, railroads, ports, airports, water resources and electric power also provide a ready market for exporters of construction equipment, rolling stock, automotive equipment, radio and radar equipment, turbines and generators.

The examples above are only illustrative of the opportunities to which the American investor and exporter should be alert. He should expect to face hard bargaining by Iranian authorities and stiff competition from other foreign countries.

Opportunities for export to this market continue to expand in quantity and variety. Attention is now turning to the power potential of the Karun River in Khuzistan, where plans call for the installation of three 167-megawatt units in 1973, three more 167-megawatt units by 1976 and three 140-megawatt units in 1977, a total of 1,420 megawatts for these hydro plants alone. Meanwhile four additional generating units are to be installed at the Dez Dam and additional units at Tehran and other cities.

Over $100 million in microwave and multiplex equipment is involved in the expansion of Iran's telecommunications system. Opportunities will also grow for the processing and use of the basic metals and chemicals which will be produced by the Iranian steel mill at Isfahan, the Iranian Aluminum plant, in which Reynolds Aluminum has a 25% interest, and the Shahpur, Abadan and Kharg petrochemical plants.

The equipment needs for the construction during the Fourth Plan of 9,200 kilometers of major roads and 12,500 kilometers of feeder roads, as well as the completion of roads now under construction, should be obvious, as are the needs for rails and rolling stock for the 1,550 kilometers of new rail lines, the facilities for six new airports and the equipment for new jetties, ship repair units and other port construction.

Raising money abroad

Because of the pressure of public spending on revenues, the Government amended the budget law in November to raise the legal limit for issuance of defense and development bonds from $133 million to $267 million. One interesting feature of this amendment was the authorization given to raise some of the money abroad. Heretofore, borrowing from abroad has been restricted to specific project loans, all of which in recent years have been arranged by the Plan Organization. Now the Government obviously takes satisfaction in the fact that it is in a position to borrow freely on foreign money markets, and a $20 million issue of development loan bonds is currently being offered in West Germany.

Accord with Iran signed

A number of developments during the past few months are of possible interest for their bearing on future developments. In the field of petroleum and gas, a new agreement between Saudi Arabia and Iran has been signed and ratified on the median line in the Persian Gulf, thus removing a degree of uncertainty and making less likely any recurrence of the misunderstandings that have characterized some offshore drilling. The inauguration by the Shah in November of the Lavan Petroleum Company (LAPCO) facilities dramatized the growing importance of these offshore fields.

It is anticipated that this company, in which four American firms are partners with the National Iranian Oil Co. (NIOC) will reach a production level of about 200,000 barrels-per-day by 1970. This would be double the production level of the Iran Pan American Oil Co. (IPAC) last year. Lavan Island will also be used for storage and crude export by the Iran Marine International Oil Co. (IMINOCO), in which Phillips Petroleum participates with NIOC. IMINOCO hopes to start production in the spring of 1969.

Another new development was the commencement in August of NIOC sales of crude to Romania. Some 400,000 tons are to be delivered this year under the agreement to export 3,550,000 tons by 1970.

It is popular to attribute Iran's growth to the spectacular rise of oil production by about 95% over the past five years, including the 21½% jump last year.

There is no question of the importance to the economy of this oil revenue, which has risen by an even larger percentage

(116.9) than production over the past five years. It is its use, however, that has been significant for growth, for during the entire Fourth Plan period, 80% has been devoted to the development expenditures of the Plan Organization.

During the present Iranian year 1347 (Mar. 21, 1968—Mar. 20, 1969), for example, the Plan Organization's share of oil revenue accounts for more than half of that organization's total income. Actually, the foreign exchange contributed by the oil income is largely used for commercial imports, with the Government of Iran using the rial equivalent deposited by the importers.

Iran's oil income of $742.1 million in 1346 financed about 65% of all imports ($1138 million), and about three-fourths of those imports were capital goods and raw materials for industry.

The result of this constructive use of oil income has been to raise the proportion of investment to GNP steadily over the past five years, from 13.5% in 1342 (1963-64) to 19% in 1346 (1967-68).

It is worth stressing, moreover, that oil production and income have not been alone in contributing to growth. Production in non-oil industries has been rising equally fast, and construction maintains a rapid rate of increase.

Although agriculture has not kept pace with these other sectors, it has made a positive contribution. The current crop year has proven excellent for most of Iran's principal crops and thus gives promise of greater exports and higher earnings.

It is also worth repeating that the growth in GNP described above has been in real terms. The rial has grown steadily stronger, and last February the Central Bank lowered its selling rate for the U.S. dollar to 75.175 rials, only .175 rials above the buying rate. Furthermore, the Central Bank this month raised by 20% its reserves requirements for the commercial banks and raised the ceilings on interest rates which those banks may pay for fixed time deposits and savings accounts. By thus reducing credit to the private sector and encouraging savings, both measures help to restrict the expansion of the money supply and thereby dampen potential inflationary pressures.

Although the rate of growth of the money supply has continued at about 14% per year and the sight deposits of the public sector are not increasing as fast as private deposits, increased pressure is undoubtedly being felt as a result of heavier government borrowing this year, particularly by the Plan Organization.

An additional reason for curbing credit to the private sector through the new Central Bank regulations is clearly the desire to check the rapidly expanding volume of commercial imports. It will be noted from the table of key economic indicators that in the first five months of 1968, expenditure for imports was 28.5% above the level of the first five months of 1967, while earnings from exports, including oil, were up only 6.6%. This adverse trend continued in later months, with a resulting heavy drain on Iran's limited supply of foreign exchange.

The Plan Organization was equally responsible for the drain, but is more susceptible to direct controls than the private sector, for which the monetary restraint may prove useful. Of the total of $185.3 million shown for gold and foreign exchange reserves in September, only about $30 million was in the form of free foreign exchange, a drop of more than $80 million from the level of a year before.

Can't succeed fully

It would appear that even the most careful management of Iran's small reserves cannot fully succeed in preventing unexpected drains of this magnitude and far larger reserves are needed to provide a comfortable margin. The Fourth Development Plan projected an increase of $174.2 million this year in foreign exchange reserves in a total increase for the five-year plan period of $633 million. Although reserve levels are expected to increase during the balance of this Iranian year and probably end up close to the level at which the year started, it appears that the planned increase will not take place.

The measures taken by the Central Bank should serve to dispel this small black cloud that has been growing on an otherwise bright horizon.

There is another, more durable phenomenon which gives pause to some potential American investors. The very success of the development program in recent years has transformed Iranian psychology from pessimism to optimism, from reliance on others to confidence in themselves. This is a most welcome development. Its corollary, however, is that foreign investment is no longer welcomed as uncritically as formerly in certain fields or on as liberal terms. It is no longer wanted in industries where Iranian expertise and capital are considered sufficient, nor in industries which already boast two or three firms.

Furthermore, the prospective investor is expected to do more than simply retain his market in Iran; he is now expected to produce enough to earn for Iran significant amounts of foreign exchange through exports. Although he will be granted management rights for an initial period of at least five years, he will generally be expected to be satisfied with a minority share in the capital of the manufacturing plant he wishes to establish. In the case of some natural resources, such as copper or sulphur, he may find it necessary to form a joint enterprise with an Iranian Government entity.

Lastly, any potential investor should expect to face hard and prolonged bargaining.

The potential investor who means business should not be deterred by these realities of the current Iranian scene. Most firms that have made significant investments appear to be steadily expanding and making satisfactory profits. Repatriation of their capital and remission of profits has proceeded smoothly. Few internal markets are expanding as rapidly as that in Iran and export markets are being opened up for new Iranian products.

INVESTORS ARE ATTRACTED BY IRAN'S political stability and its record as the fastest-growing market in the Middle East. This plant just outside Tehran makes Jeeps and two models of Ramblers.

Ivory Coast invites trade

Open doors to foreign capital and talent provide chances for U.S. exports, investments

Ivory Coast is a bright spot in a troubled continent. Politically it is Western oriented. Economically it pursues a form of enlightened capitalism, tempered by careful governmental planning and direction, according to the semi-annual Economic Trends Report from the U.S. Embassy in Abidjan.

Rather than resisting foreign influence and trying to go it alone, Ivory Coast has opened its doors wide to foreign capital and talent in order the more rapidly to strengthen its economy and the material well-being of its citizenry.

Taste for the material benefits which prosperity is bringing to Africans in Abidjan and the interior is perhaps one of the best grounds for hope of long-term commitment to the policies to which this prosperity is due. Also, the evident success of Ivory Coast economic policies cannot help but influence other African leaders still struggling along the path to economic development.

Close and friendly ties exist with the United States, and the Ivorian leadership, anxious to broaden economic relations, has indicated that greater trade with the U.S. and more American private investment would be welcome.

Though small by American standards, the Ivorian market is growing fast. Demand for American products and technology will expand as the country's wealth develops and the population seeks to acquire more and more of the amenities of modern Western living.

Opens other doors

More significantly, Ivory Coast is one of the more dynamic business centers of the much larger and richer market comprising some 15 French-speaking countries of tropical Africa. An investment foothold or trading presence in Ivory Coast thus gives the American businessman invaluable experience in breaking into this larger African market.

The port of Abidjan is an important transit center (one third of all import traffic), for example, for trade with landlocked Upper Volta, Niger and Mali. Ivory Coast is linked with its neighbors in the West African Customs Union. With the other French-speaking African associates of the European Common Market it is behind the EEC's preferential tariff wall. Abidjan is thus a good choice for regional headquarters of American firms.

The United States, Ivory Coast's second client after France, continues to run a large deficit in its trade with Ivory Coast. For the first eight months of 1968, Ivorian exports to the United States were running far higher than last year. Imports from the United States were unchanged, however, thus portending a U.S. trade deficit with Ivory Coast well in excess of last year's deficit of $28 million. Far from showing improvement, the U.S. trade position with Ivory Coast is thus relatively worsening.

Part of the deficit may be wiped out over the next few years as a result of orders for U.S. generating and earthmoving equipment for the Bandama project, as well as possible heavy orders for agricultural machinery. Yet the Embassy's analyses point mainly to the need for more diligent prospecting of the market, more dynamic and imaginative salesmanship, and more careful adaptation of American marketing methods to the needs of the French-speaking African market.

Markets which might be explored include the heavy and light equipment field, the whole range of consumer goods and appliances (220 volts, 50 cycle for electrical appliances), canned or frozen foodstuffs, lightweight clothing, as well as raw materials and semi-finished products for the country's industry.

The official U.S. Trade and Investment Mission (Nov. 4-15) alerted Ivorian business and governmental circles to keener U.S. interest in the Ivorian market. (Note: Full reports on this mission will be published in the forthcoming issue of INTERNATIONAL COMMERCE.)

Private capital wanted

Private foreign capital is largely responsible for Ivorian industrial development to date and more is wanted for the future. The Plan Ministry forecasts need for some $850 million in private investment for 1970-75, compared to some $600 million forecast for the period 1966-70. Some $700 million in public investment has been recommended for 1970-75. American private investors are therefore likely to find the Ivorian authorities more than receptive to sound investment proposals that fit the framework of planned development objectives.

Detailed initial proposals for investments including financing will win a much more attentive hearing than the casual, exploratory suggestion. American emphasis on training local employees and cadres to run overseas business operations is also responsive to the Government's interest in promoting Africanization of the private as well as the public sector.

There are virtually no restrictions on transfer of capital and earnings. Foreign exchange transactions are no longer subject to licensing. The Government is on record as stating that "complete freedom of (financial) transfers must remain an axiom of Ivorian economic practice."

Ivorian investment legislation permits the granting of "priority status" to investments in certain key industries, which brings with it a number of tax and other advantages. While priority status may not in theory confer monopoly advantages, in practice it is not easily obtainable by a second investor in a given sector. Higher operating costs may therefore make the second investment non-competitive.

It is also likely that the Government will be more restrictive in conferring priority status—and thus losing tax reve-

French mount comeback

Because of the Ivorian economy's orientation towards French sources of supply, consumer familiarity with French products, and a large and active French business community, France will continue to provide tough competition for American exporters. The French, whose relative share of the Ivorian market has been steadily declining, are clearly out to develop their sales, not only to Ivory Coast but elsewhere in West Africa. France's Common Market partners have also mounted major sales offensives and benefit from preferential tariffs.

Japan's exports will be favored now that its goods are no longer penalized by extra-high tariffs in the Ivorian rate schedule but enter under the same duties as do products from the United States and most other non-EEC countries.

nue—as development priorities are progressively satisfied by new investment.

A double taxation treaty is to be negotiated shortly between the United States and Ivory Coast.

American banks are shareholders in the commercial banks in Abidjan: Banker's Trust, First National City Bank, Morgan Guaranty, and Bank of America. Chase International Investment Corp. and Lazard Freres New York are shareholders in BIDI (Ivorian Industrial Development Bank).

The Ivorian success story continues to receive a good press in the United States. Rapid and sustained economic growth, the potential of the domestic market for exports and the favorable climate for private investment, economic liberalism and political stability—this combination of factors makes Ivory Coast fairly unique among the developing countries of tropical Africa. And it is this happy uniqueness that is attracting more and more attention to Ivory Coast from the American business community.

Since independence in 1960 Ivory Coast's annual growth rate averaged about 8% before dropping off slightly in 1966-67. The Government expects that growth will proceed at about 8% until the mid-seventies, when it is expected to drop off to about 6%.

This has been a good year for the local business community. A bumper coffee crop for 1967-68 that was even higher than expected (287,000 tons) and a good cocoa crop (146,000 tons) have given a spurt to the local economy. Nearly 50% of the population derives its main income from coffee which, like cocoa, is grown almost exclusively on small holdings.

Another excellent coffee crop is forecast for 1968-69 (about 250,000 tons). The rise in world market prices for cocoa is expected to offset in terms of export earnings the results of the exceptionally heavy rains during the summer which damaged part of the 1968-69 cocoa crop. The larger volume of short-term credit outstanding as of May reflected the financing of bigger crops this year.

Various economic indicators confirm a decided upswing in economic activity since the beginning of the year. Consumption of electricity by industrial users was up 23% in the first four months as compared to 1967; consumption of diesel oil was up some 20%; Abidjan port traffic was up by some 15% over-all in the first six months of 1968.

Customs receipts from imports and exports were well above 1967 revenue for each month through August of this year. The Central Bank's index of merchandise sales, based on data reported by 45 leading importers and distributors, showed a very large upswing in the first four months of 1968, reaching 124 in March and April as compared to an average of 103 for the same months in 1967 and 1966 (1963-64 = 100). Making allowance for seasonal factors, more recent, fragmentary reports indicate that business activity is now beginning to level off.

MODERN FACE OF ABIDJAN reflects Ivory Coast's continuing prosperity. The nation can also serve as a regional marketing center for French-speaking West Africa. Below, new office building in Abidjan.

Record year in sight

If performance to date is sustained through the end of the year, 1968 promises to be another recordbreaker for Ivorian foreign trade. For the first eight months of 1968, exports were 31% higher than the same period last year. Imports were up only 8.7%. The eight-month trade surplus of $70 million compares to last year's surplus of only $8 million for the same period.

Trade with France, normally a large deficit item, is thus far nearly in balance. The trade surplus with the EEC (less France)—$27 million—was almost twice last year's figure. Imports from Italy showed a spectacular rise of 90% for the eight-month period. At the same time, the trade surplus with the United States—$22.5 million—was $7.3 million higher than at the end of August 1967.

Whereas imports of raw materials and semi-finished products for local industry rose in 1967, thus suggesting the onset of the expected structural change in the overall pattern of Ivorian imports as a result of growth of local industry, thus far in 1968 this category of import has remained constant. Instead, imports of consumer goods rose by 9%, reflecting increased consumer spending as a result of the good coffee and cocoa crops, and equipment items were also up by 16%. Energy imports rose by 30%. From $262 million in 1967, total imports are forecast by the Government at $650 million for 1980.

Export growth this year is considerably higher than the 8% annual rise in foreign trade the Government had projected for the last half of this decade, as compared to 9.4% annually for 1960-65. The Plan Ministry tentatively estimates that export growth will be 8% annually for 1970-75 and 6.6% for 1975-80. Over that period the structure of exports is expected to change as the economy diversifies: primary agricultural products, representing

77.7% by value of Ivorian exports in 1965, will decline to 48.5% by 1980 and exports of processed and manufactured goods will rise from 18.9% to 49.5%.

The Operating Budget and the Special Investment Budget for 1969 are now under discussion in the National Assembly but no details are yet available. As noted above, public revenue is coming in at a higher level this year and coverage of 1968's $176 million Operating Budget and $82 million Special Investment Budget is certainly assured.

The 1969 Investment Budget is likely to show a considerable increase as the Government moves into the next to last year of committing a total of $412 for public investment for the period 1967-70, with an additional $61 million in projects programmed if financing can be found.

Preliminary data point to another surplus in Ivory Coast's balance of payments for 1968, after a $20 million deficit in 1967 which was the first since national balance of payments presentations were drawn up beginning in 1963. The 1967 deficit appears to have been due mainly to deterioration of the situation on current account. While exports did rise in 1967, imports rose much faster. In addition, there was a slowdown in arrival of new investment capital. Apparently repatriation of earnings by foreign investors was not a major contributing factor, since this did not appear to show an abnormal rise.

Local monetary authorities are not unduly concerned at the 1967 showing. In their view, this was a passing occurrence and does not portend more fundamental or permanent disequilibrium. The drain on foreign exchange is expected to be offset in the future by fresh investment capital and by the more rapid growth of Ivorian exports over imports. The Plan Ministry tentatively projects a $240 million annual over-all trade surplus by 1980, compared to an estimated annual outflow of $195 million in repatriated interest and dividends by that same year.

To be sure, any such estimates are fragile, subject to such contingencies as a fall in world prices for coffee, cocoa or palm oil, or narrowing of export markets for Ivorian processed and manufactured products in the seventies. A sharp and unforeseen drop in export earnings in the seventies would be all the more serious at a time when the debt-servicing burden will have been considerably augmented by drawdown of the $73 million in foreign loans for the Bandama hydroelectric project, as well as other external borrowing to be resorted to for development financing.

However, as of today one can look to the country's foreign exchange reserves—currently $62.5 million—to help cushion the effects of any payments crisis. More importantly, Ivory Coast's membership in the Franc Zone gives it theoretically unlimited access to France for needed foreign exchange.

First in Central Africa

"A model country without financial problems"—so the local press quotes Pierre Paul Schweitzer, Managing Director of the IMF, upon his recent arrival in Abidjan. An equally flattering, and more dollars-and-cents appraisal, was provided by the $10 million loan floated on the Eurodollar market by Ivory Coast in April. Subscribed to by a group of leading American, French, German and Italian banks, this was the first dollar loan of its kind floated by a black African country and significantly enhanced Ivory Coast's credit position on international money markets.

The U.S. Embassy's estimate of the basic soundness of the Ivory Coast economy and financial position is thus reinforced by the certainty that leading international banks took a very close look indeed at Ivory Coast finances, present and projected indebtedness and debt-servicing ability before agreeing to a dollar loan of this size and at this time.

Looking ahead

Provisional forecasts for 1970-80 have been revealed in the first draft of Ivory Coast's Development Plan for 1971-75, which is now under review by National Planning Commissions. The final Development Plan for 1971-75, when published, will be an invaluable guide, flagging for exporters and potential investors priority sectors and specific projects to be developed.

The Government's initial forecasts for 1971-75 and on to 1980 provide a firmer basis to judge the longer-term prospects of the Ivorian economy. In brief, continued emphasis will be given to agricultural diversification which is designed to lessen the economy's overdependence on coffee and cocoa and expansion of Ivorian industry both for the processing of local agricultural and forestry products and manufacturing for the home market and for export.

Agriculture, which accounted for 44.4% of GDP in 1960 and 39.4% in 1965, is expected to drop to 33.5% by 1970 and to 26.5% by 1980. Industry, on the other hand, has gone from 15.9% in 1960 to 18.9% in 1965, and is forecast at 30.3% for 1975 and 32.2% for 1980.

These are admittedly only forecasts. A number of contingencies could of course arise to upset them. However, the Ivorian Government has shown itself usually to be conservative in its estimates—for example, for inflow of public revenue—and hard-headed in its administration of the country's finances and management of the debt burden.

Major development projects underway or planned will drastically alter the country's economic structure in the 1970's and also contribute importantly to social and economic change. The first is the $95 million hydroelectric project on the Bandama River (financed partly by Eximbank), which will help meet Ivory Coast's fast-growing energy needs, facilitate electrification and water supply in the interior, spur irrigation projects, and bring a valuable source of protein to the population in the interior from fish in the nearly one-hundred-mile-long artificial lake that will be formed. Of the nearly 100,000 persons to be relocated from the Bandama lake area, efforts will be made to resettle many in the southwestern region around the new $30 million port now under construction at San Pedro.

On San Pedro and the towns and road network that it will spawn hinge the Government's hopes for developing the whole southwest region, now the most sparsely populated in Ivory Coast. The Southwest's chances will be enhanced if an American company goes ahead with already well-advanced plans to develop rich iron ore deposits near Man, with the concentrated ore being sluiced down to a pelleting plant at San Pedro for export. All of these projects will contribute to regional development that is high on the Government's priority list.

As a result of discussions between the trade unions and the Government last summer, minimum guaranteed wage scales have been raised by 6-10%. This was the first increase since 1963. The starting wage for unskilled labor is now nearly 20¢ an hour. Strikes have been virtually unknown in Ivory Coast and continued labor stability is likely.

The Government remains alert to the need to preserve the purchasing power of the workers and has launched a two-pronged attack: freezing most prices at December 1967 levels and taking action to step up low-cost housing construction. Yet for the African and the expatriate alike, Abidjan is still a very expensive city.

Latin America needs $24 billion framework for unified economic growth by 1980, ADELA report says

Private investment group outlines region's basic needs, points to areas offering vast opportunities for private interests

A $24 billion basic power, communications and transport network is needed in Latin America by 1980 to give the continent a modern, unified economic framework for growth.

This is the conclusion of the private investment group called ADELA, which sketches some of the details in its current newsletter:

By 1980, it is estimated that Latin America will have to increase its power generating capacity from its present 30 million kilowatts to 80 million at an estimated cost of $20 billion.

In the field of telecommunications, the ten countries in South America are expected to spend $2.6 billion over the next decade, of which $340 million will be for international and intraregional traffic by satellite and other modern means.

Intraregional road systems now on the planning boards or under construction include the 6,000 kilometer Marginal Jungle Road that will cost $500 million when completed, including feeder roads; the road across the Darien Gap is the last uncompleted link in the Pan American Highway, and will cost $280 million; and the Pan American Transversal Highway linking the Atlantic and Pacific Oceans, which will cost nearly $150 million.

Exceeds capacity

The magnitude of the needed investment effort over the coming decades exceeds the foreign debt servicing capacity of Latin America. Most of the investment funds will therefore have to be generated internally, according to the newsletter.

Latin America also does not have sufficient export capacity to import the equipment required to construct, maintain and utilize properly the basic economic facilities it needs. New industries will have to be created and existing ones expanded inside Latin America to produce ships, commercial vehicles, rolling stock, equipment for power generation and transmission telecommunications, and port and airport facilities.

According to ADELA, the potential trade benefits of economic integration depend on economies of scale on the one hand and transport costs to markets on the other. In order to maximize the benefits of economies of scale, the investment and operating costs of transport should be kept low. The only way to achieve this simultaneously within a framework of import substitution is by integrating the transport, power and telecommunication equipment industries as a first step.

Thus, what is at first sight a public sector problem also offers an opportunity on a vast scale to private industry. Latin America has 15% of the world's land surface and 7% of its population. By way of contrast, it has only 1% of the world's rail network, 2% of its merchant navy, 3% of its roads and 5% of its commercial vehicles.

Much of the infrastructure that does exist is incompatible with regional trade and communications, ADELA reports. Until recently, not one significant high voltage connection crossed a national border between Latin American countries. Railroads travel along different gauge track, and at many borders goods have to be transferred to another train because one gauge is wider than the other.

Roads needed

No highway exists linking the Atlantic and the Pacific Oceans north of Buenos Aires and no road connects Brazil with the northern Pacific countries, Venezuela or the Guianas. Even the Pan American Highway is interrupted by the jungles of southern Panama and northern Colombia.

Water freight, virtually all ocean, accounts for 90% of Latin America's intraregional trade, whereas 95% of the area's total foreign commerce is carried by non-Latin American vessels at an annual cost estimated at $2.5 billion.

Intraregional telephone calls are generally carried by high frequency radio through a third country. These channels are crowded, static interrupts conversations, service is often available only a few hours a day, and the cost is high.

POWER, COMMUNICATIONS AND TRANSPORT PROJECTS valued at $24 billion will be needed by 1980 if Latin America is to achieve unified economic growth, according to ADELA, a private investment group specializing in the area's development. Below, a Venezuela highway project. (World Bank Photo)

No basic changes seen in S. Africa's 1969 import policy

Quota allocations seen at same level as total imports in 1968

The South African Ministry of Economic Affairs has recently announced the policy regarding import quota allocations which will initially be in effect for 1969. The announcement contains no basic changes in the import control system, and provides for import quota allocations at a level comparable to the initial 1968 allocations.

Importers of most consumer goods will immediately be granted quota allocations amounting to 75% of the 1968 total; if previous practice is followed, an additional permit issue of the remaining 25% of 1968 allocations will be made sometime in 1969.

Merchant importers of consumable stores and raw materials for industry will similarly receive an initial allocation equal to 75% of the 1968 total, while manufacturers may import their full requirements of these commodities on application, to enable them to maintain sufficient inventory for six months.

Importers of capital equipment with a unit cost of less than $1,400 will also receive an initial allocation equal to 75% of total 1968 permits. However, the importation of capital plant and equipment with a unit cost exceeding $1,400 will continue to be authorized only on the basis of an individual application from either the manufacturer or a merchant importer acting on his behalf.

In general, import permits for capital plant and equipment will be granted freely for purposes of replacement of obsolete equipment, and for the promotion of efficiency through the modernization of existing equipment.

Detailed information on the basic South African trade regulations, including the quota allocation system, can be found in the Department of Commerce publication, "Foreign Trade Regulations of the Republic of South Africa," OBR 68-33 of May 1968. In addition, a copy of the South African import control notice for 1969 (Notice No. R 1963), which contains the licensing requirements for all goods entering the Republic, is available for loan only. **Write:** Africa Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Pakistan to expand national television network through $30 million, 7-year program

The Executive Committee of the National Economic Council of Pakistan has approved plans to expand the country's television broadcasting system over the next seven years.

The expansion program, which will cost approximately $30 million, provides for four main television and five translator stations to be in operation by 1970. Another eight translator stations are to be established in the succeeding five years. It is estimated that by 1975 a total of 82 million people will be within reach of television broadcasting signals in East and West Pakistan.

Television is relatively new to Pakistan, having been introduced only in 1964 with closed-circuit systems in Lahore and Dacca. During the past four years major stations have come into operation in these two locations as well as in Rawalpindi and Karachi; translator stations will be set up by 1970 in Chittagong, Khulna, and Rajshahi in East Pakistan, Hyderabad and Lyallpur in West Pakistan.

The system is operated by the National Television Corporation, in which the Government has controlling (51%) interest. Growth of television is being stressed by Pakistan as an educational device with which a large percentage of its population can be helped to learn the skills necessary for economic growth.

United Kingdom increases restrictions on consumer credit

Increased restrictions on installment credit (hire purchase) and rental contracts were announced on Nov. 1 by the United Kingdom Board of Trade.

The minimum down-payment for automobiles was increased from 33⅓% to 40% and the maximum repayment time decreased from 27 months to 24. The down-payment for furniture was increased from 15% to 20% and the time reduced from 30 months to 24. Most other consumer durables will require a 33⅓% deposit with a 24-month repayment limit.

Corresponding changes also were made with regard to rental contracts.

Subsequent measures affecting the availability of credit and taxes on consumer goods were reported in the Dec. 2 and Dec. 9 issues of INTERNATIONAL COMMERCE.

Trinidad implements CARIFTA Agreement

The Trinidad-Tobago Government has issued a series of orders and amendments to the Trinidad Customs Regulations to implement the provisions of the Caribbean Free Trade Association (CARIFTA) which went into effect May 1, 1968.

Several amendments to the tariff schedule spell out the products Trinidad has placed in the Reserve List—a group of products that are excepted from immediate free trade status with other CARIFTA nations. These products fall into the following categories: tobacco (except cigars), liquor, preserved fruits, paints and varnishes, detergents, wooden containers, radio and television sets, batteries, wood and metal furniture, mattresses, leather footwear, and certain garments of knitted or non-knitted fabrics.

The period of exception is five years for the more developed countries (Trinidad, Jamaica, Guyana and Barbados) and ten years for the others.

Trinidad has also published a list of nearly eighty items which will be treated as items of CARIFTA origin, regardless of actual origin, when they are (1) used in Trinidadian manufacturing industries and (2) their value does not constitute more than 50% of the export price of the finished goods. Items meeting such legal requirements may be imported duty-free. This should prove a boon to U.S. exporters of these products, placing them on an equal footing with other CARIFTA members as well as members of the British Commonwealth.

It is significant that Jamaica also issued a list of duty-free raw materials under the same CARIFTA provisions (INTERNATIONAL COMMERCE, Oct. 7).

Comple lists of the duty-free raw materials for both Jamaica and Trinidad may be obtained by writing American Republics Division, OIRE, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

First German bank gets seat on U.S. stock exchange

New branch will aid institution in selling U.S. securities abroad

The German-American Securities Corp. of Boston, a wholly-owned subsidiary of the Dresdner Bank A.G. Frankfurt/Main, has obtained full membership on the Boston stock exchange. The Dresdner Bank, Germany's second largest banking institution, has been an associate member of the Philadelphia, Baltimore, and Washington, D.C. stock exchange.

It is the first German bank to acquire a seat on a U.S. stock exchange, and the first to compete directly with American brokerage houses for a share of the German market for American securities through such membership. The move has significance for improvement of the U.S. balance of payments.

German-American Securities Corp. intends to broaden the contacts which the bank has developed so far, and pave the way for it to become active in internal U.S. securities markets. It will deal chiefly with the sale of American securities to the German public, but may broaden its activities later.

German-American Securities Corp. was scheduled to begin operations during the second half of November. The corporation has three officers, all of whom are also officers of the Dresdner Bank.

It recently registered with the Securities & Exchange Commission as a brokerage firm and will shortly become a member of the National Association of Securities Dealers, Inc.

In addition to its seat on the Boston Exchange, the firm has become a member of the Boston Clearing Association and will function as an American brokerage firm, although registered in Boston as a foreign firm. Within the next six weeks, it expects to get seats on the Midwest stock exchange and Pacific Coast exchange.

The turnover of the Dresdner Bank in American securities through its U.S. representatives in 1967 amounted to $46,000, seven times more than in 1961.

Germany opens quota for cut orchid imports

Germany has opened a quota for fresh, cut orchids from several countries, including the United States. Import license applications may be made until the undisclosed value limit is reached, but not later than June 26, 1969. The first day of customs clearance is Jan. 1. Import licenses will be valid for six months but not beyond June 30.

German plant protection regulations and EEC quality standards (EEC Regulation 316/68 of Mar. 12, published in the European Economic Community Gazette of Mar. 21, No. L 71/68) must be observed.

The above announcement allows uninterrupted imports of cut orchids. For the previous quota announcement see INTERNATIONAL COMMERCE, Jan. 22, p. 28.

Colombia issues new investment rules

The Colombian Government's National Council of Economic Policy and Planning has issued Resolution No. 1 of 1968 which supersedes preceding regulations concerning the approval, registration, and outflow of foreign capital investments.

Among the revisions contained in the new Resolution are:

► For purposes of computing the annual amount eligible for remittance abroad, companies which have acquired existing Colombian firms may declare as net capital invested the actual value paid, including good-will, rather than simply the book value.

► The definition of net profits after taxes entitled to remittance abroad has been expanded to include gains transferred to surplus reserves.

► Shares purchased from other investors may now be registered as subscribed and paid capital in the dollar amount actually paid for such holdings.

Informal translations of the new Resolution are available on a loan basis from: American Republics Division, BIC-886, U.S. Department of Commerce, Washington, D.C. 20230.

Canadians buy more home conveniences

The proportion of Canadian households with electrical and other modern conveniences continued to increase in 1968, according to the annual Dominion Bureau of Statistics report *Household Facilities and Equipment*.

Electric cooking equipment is used in 75.3% of households, compared to 73.1% last year. Home freezers are found in 29.2% of homes this year, versus 27.7% last.

The proportion of households with automatic dishwashers increased to 5.1% from 4.4%; households with automatic washing machines rose to 32.0% from 30.0%. The proportion of other electric washing machines declined to 51.6% from 55.1%. The percentage of homes with clothes dryers was 36.8% (34.5% last year) and telephones increased to 92.7% from 91.7%.

FM radio receivers are found in 40.4% of homes, as against 34.4% last year. Television sets are owned in 95.2% of households (94.6% last year) with color television in 4.2% of households (2.0%). The proportion of homes with phonographs and record players increased to 66.0% from 64.4%. One automobile is owned by 61.1% of all households (60.8%), while two or more are owned by 15.5% (14.9%).

The total number of households in Canada in May, 1968 was 5,394,000 compared to 5,262,000 in May 1967. Canada's total population as of June 1, 1968 was estimated at 20,744,000 compared to 20,405,000 on June 1, 1967.

Pakistan contracts French company to develop airports

The Pakistan press has reported the conclusion of a three-year, $630,000 contract between Pakistan and a French firm, Aeroport de Paris, for the provision of technical assistance to Pakistan's Department of Civil Aviation and to the Airports Development Agency in planning, design and construction of airport facilities at Karachi, Islamabad, Lahore, and Chittagong.

Aeroport de Paris will assist with basic aviation studies including traffic projections, determination of airport requirements, airport master plans and preliminary studies of terminal buildings.

U.S. licensees can get rights to make products offered by foreign manufacturers

Range of items include storage and card file boxes, hydraulic motor, machinery, electrical items, cement processing equipment

Manufacturers in France, Switzerland and West Germany are seeking U.S. licensees to produce and distribute their products for the U.S. market.

Products offered are storage and card file boxes, hydraulic motor, blow molding machinery, electrical semi-conductor elements and systems, and cement processing machinery and equipment.

For additional information and the name and address of the firm, write the Office of International Investment, code 874, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity listed below.

- A French company is offering to a U.S. licensee its know-how in the manufacture of metal storage boxes with unbreakable plastic drawers and dividers for use in hardware stores, home workshops, or offices.

The drawers are in two sizes, and the metal form of the boxes, which measures about 10½ x 5½ x 3½ inches, can be used interchangeably to hold either one or two drawers. The boxes can be linked together upward and/or sideways by a simple interlocking system to form storage cabinets. **File 1692.**

- A French engineer is offering to license the production of his new type hydraulic motor, or to sell the U.S. patent thereon, to a U.S. company.

The motor is highly technical, and is understood to be especially designed for earth drilling and moving machinery, lift trucks, winches, and for vehicles with four-wheel drive. **File 1693.**

- A Swiss company is seeking a U.S. licensee to produce its blow molding machinery with an in-line milk packaging process.

This machinery, designed especially for the production of lightweight, rigid polyethylene milk bottles, consists of a vertical, oscillating extruder and ten mold stations set on a rotating horizontal table.

The company states that the average hourly output per machine is over 2,000 quart bottles, which are formed, filled with milk, sealed and automatically ejected, from within a small area, into special storing baskets.

The machinery saves on floor space in the dairy and on labor costs. The system insures a perfect aseptic preservation of the milk throughout the packaging and handling process. The design of the bottles —a cap-cut, reclosable principle, allows for convenience and extended protection of the contents.

The company holds several patents for plastic extruding and blow molding techniques. **File 1694.**

- A West German manufacturer of electric equipment, switches, contacts and controls, is seeking a licensee in the U.S. to manufacture a quenching logic and semi-conductor systems for thyristor controlled squirrel-cage motor drives.

The quenching logic is a semi-conductor element used for the quenching of inductances. This is a new technique of semi-conductors combined with RC elements which prevent the build-up of induced voltages, burning of contacts and spark interference.

The introduction of these elements accelerates the decay of the magnetic field, shortens the switch-off time and provides a safe spark-quenching with thyristors and transistors thus allowing high frequency operation with practically unlimited service life. This newly developed technique allows the inductance to act as a resistance.

The semi-conductor system for thyristor controlled squirrel-cage motor drives controls running in both directions and can be used with or without electrical braking following the cycle of operation. The system can be operated by regulators and/or logic control allowing perfect contactless start and operation of motors. This newly developed system can be used in connection with positioning elements; stepping drives; conveyor drives; fixed cycle operations; feed drives and fixed angular movements. **File 1556-R.**

- A West German manufacturer of industrial machinery and equipment for the coal, ore, mineral, chemical, iron, steel and cement industries, is seeking a licensee to produce its cement processing machinery and equipment in the U.S.

Included in the machinery and equipment offered are: air circulation separators; cyclone type air separators; crushers; granulators; portable crushing units; centrifugal dry and wet separators; fans of different types; rotary kilns with or without heat exchangers; rotary kilns with chain insets; horizontal and vertical conveyors; feeders and several types of centrifugal pumps. **File 1573-R.**

Pakistani manufacturer seeks technical assistance

A leading manufacturer of razor blades in Pakistan is currently seeking a technical assistance arrangement or contract for securing U.S. know-how for plant expansion.

Established in 1962, the Pakistani concern has approximately 50 employees.

Write: Mr. Inam Elahi Shaikh, Managing Dir., Pakistan Blade Industries, Lotia Chambers, Nicol Road, Karachi. WTD.

Investment Assistance

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations published in the Federal Register for Jan. 3, as amended.

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. A (*) following the name of the foreign firm indicates that additional information is available from the above address.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230 or the nearest Department of Commerce Field Office.

U.S. licenses sought by Swiss company

Licenses to manufacture thread rolling machinery, attachments and related products are sought by a Swiss producer of precision watches and instruments. The firm would also consider the production of aircraft landing gear.

The Swiss firm, originally established as a watch manufacturer, has diversified into the production of related lines such as temperature and altitude controls, barometrical instruments, precision tools and small machine tools which currently represent over 50% of its production.

The company employs about 375, and its marketing organization could be utilized to distribute products made under license throughout Europe.

Write: Revue Thommen Ltd., 4437 Waldenburg, Bern, Switzerland. WTD.

Israeli producer wants license to broaden line

An Israeli manufacturer of pneumatic and automotive equipment for garages and motor services, and made-to-order precision parts for aircraft and industrial machinery seeks a licensing agreement with a U.S. firm.

The concern is interested in making air pressure control valves and accessories, nozzles and couplings.

The firm, established in 1953, employs 40 people and has facilities for both local manufacture and distribution.

Write: Migan Ltd., Israeli Manufacturing Co., 46 Shalma Road, (P.O. Box 2417), Tel Aviv, Israel. WTD.

Thailand calls for applicants to explore mineral resources

The Royal Thai Government, through its Department of Mineral Resources, has declared the lower Mekong project area open for prospecting or mining applications.

The project area is located in the northeast section of Thailand and includes five provinces. This area of approximately 20,000 square miles includes deposits of iron, copper, gypsum, zinc, lead, barite and rock salt.

Applications may be submitted through Jan. 11.

Write: Royal Thai Government, Department of Mineral Resources, Bangkok.

British firm seeks license to manufacture machinery

This manufacturer of hydraulic presses in the 40-800 ton range, mechanical handling equipment, welded fabrications and dust and access covers seeks further diversifications through licenses from U.S. firms.

The British firm prefers licenses for products which could be produced in batches in a plant which occupies 50,000 sq. ft. and employs 58.

Present facilities include a design staff and complete machine shop facilities including 5, 10 and 15 ton electric overhead cranes.

Write: H. E. Pendree, Managing Director, Finlay Engineering Ltd., Transporter Bridge, Newport, Mon., England.

Expansion venture proposed by Belgium manufacturer

An established Belgian manufacturer and servicer of buses and diesel engines seeks U.S. licenses to assemble, recondition, or service trucks, buses, dump bodies, demountable cargo containers, cranes and other related mechanical equipment and machinery.

The firm is adequately equipped to engage in the above mentioned activity, and has the capacity to expand its annual production. It is one of the oldest Belgian firms engaged in the production of trucks and buses.

The firm will also consider a joint venture proposal along these lines.

Write: Mr. P. de Bruyn, c/o Automobiles Miesse S.A., 28-46 Rue des Goujons, Brussels 7, Belgium. WTD.

Dutch firm seeks licenses in food industry field

A long established Dutch manufacturer, importer and exporter of flavoring extracts, syrups, food coloring and Galenical preparations seeks licensing arrangements with a U.S. manufacturer of essences and flavoring extracts.

The Dutch firm is particularly interested in high quality essences and flavoring extracts for the beverage, soft drink, bakery, candy, canned and preserved food industries. The concern also desires exclusive sales rights for the Benelux countries.

Write: Mr. G. H. Koonings, N.V. v/h Firma J. van Pembroek, 3-22 Industrieweg, P.O. Box 34, Nieuw-Loosdrecht, The Netherlands. WTD.

French firm seeks licensing agreement

A major metal working company in eastern France seeks licenses for the manufacture of heat exchangers for the following applications: central heating installations; chemical industry installations; stainless steel automatic control valves and faucets; filament welding of pipes and fittings.

The firm, established in 1884, currently manufactures metal boilers and vessels for the chemical industry, domestic stores, heaters, and boilers, and railway equipment.

The company employs 3,800 and has sales representation throughout the Common Market, the former French colonies in Africa, and the Middle East.

Firms interested in obtaining additional information regarding this opportunity should **write:** De Dietrich & Cie, S.A., 67 Niederbronn-les-Bains, France. WTD.

Cosmetic, medicine licenses sought by Hong Kong firm

Presently with over 200 employees and a million dollar annual sales volume, this Hong Kong pharmaceuticals producer wants to expand into the cosmetics and patent medicines field through licenses from U.S. producers.

The firm became a fully owned subsidiary of China Engineers Ltd., a major group, in August.

Interested U.S. firms can obtain complete information about this opportunity by **writing:** Mr. C. H. Oung, Executive Director, T. W. Wu & Co. (H.K.) Ltd., Stanhope House, 734 King's Road, Hong Kong. WTD.

German firm wants license to produce brass valves

A license to manufacture precision brass valves is sought by a German producer of special valves and fittings, particularly for use in liquefied petroleum gas equipment.

The German company has approximately 180 employees and maintains two plants.

Firms desiring additional information should **write:** Schulz & Rackow Gasgeraetebau, Industriestrasse 8, 3568 Gladenbach, Germany. WTD.

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $4.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- **indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.**

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

203 Canning, preserving foods

NETHERLANDS—Hot packed concentrated orange juices in one gallon (A-10) cans, preserved concentrated orange juices in barrels of about fifty gallons. Potential suppliers must be able to guarantee regular supply of constant quality. N.V. v/h Firma J. van Pembroek & Co. (manufacturer, importer, exporter), 3-22 Industrieweg, P.O. Box 34, Nieuw-Loosdrecht. Attn: Mr. C. H. Koonings. WTD 11/68.

SPAIN—All classes of canned foods; frozen crawfish, shrimp. Promociones Internacionales de Comercio, S.A. (importer, exporter), Juan Bravo, 49, duplicado, Madrid (6). WTD 11/68.

208 Beverage industries

NETHERLANDS—Flavoring extracts, pastes, powders, syrups, concentrates, food colorings, other specialties salable to foodstuff industry. Direct purchase and agency. Exclusive representation for the Benelux requested. Algoma C.V. (importer, sales agent, wholesaler), 21 Sarphatipark, Amsterdam. WTD 11/68.

209 Food preparations

SPAIN—Meal, meat and bone, dried blood, feather meal; dried milk for use in manufacturing mixed feeds. Might also be interested in licensing arrangements. Industrias y Comercial de Productos de Origen Animal, S.A. (ICOPSA) (importer, distributor), Fernando el Santo 18, Madrid (4). WTD 11/68.

221 Broad woven fabric mills, cotton

NETHERLANDS—Printed and woven cottons for pajamas, aprons, shirts. Direct purchase on exclusive basis. Tezi N.V. (importer, exporter, distributor), 24 Populierstraat, Woerden. Attn. Mr. K. F. Zimmerman, Mgr. WTD 10/68.

222 Broad woven fabric mills, manmade fiber, silk

NETHERLANDS—Woven nylon for aprons; printed brushed nylon. Direct purchase on exclusive basis. Tezi N.V. (importer, exporter, distributor), 24 Populierstraat, Woerden. Attn. Mr. K. F. Zimmerman, Mgr. WTD 10/68.

225 Knitting mills, products

NETHERLANDS—Lace, jersey bonded and coined, polyester sheer. N.V. Modeconfectiefabriek v/h C. Hoekema (manufacturer), Plantage Middenlaan 34 (after 1/1/69: Borndammerhof), Amsterdam. WTD 11/68.

229 Textile goods

ENGLAND—High quality cotton threads and slashers, 300/400 tons per annum, mainly in whites, for export to Northern Europe. Hirsch and Son Ltd. (topmakers, wool merchants), Lower Wigan St., Sunbridge Rd., Bradford 1, Yorkshire. WTD 11/68.

NETHERLANDS—Non-woven textiles for ladies' dresses, pajamas, aprons. Direct purchase on exclusive basis. Tezi N.V. (importer, exporter, distributor), 24 Populierstraat, Woerden. Attn. Mr. K. F. Zimmerman, Mgr. WTD 10/68.

232 Men's, youths', boys' furnishings, work clothing

LIBYA—Full line of American ready made clothing. Arta House (retailer), P.O. Box 2998, Benghazi. WTD in preparation.

ETHIOPIA—Men's, youths', boys' shirts (except work shirts), collars, nightwear. Replies from manufacturers only, not represented in Ethiopia. Catalogs, quotations c.i.f. Djibouti or Assab requested. Direct purchase and exclusive agency. Mr. Berhane Asfaha (importer, commission agent), P.O. Box 1829, Addis Ababa. WTD 3/68.

239 Fabricated textile products

NETHERLANDS—Pocketings in various qualities. Direct purchase on exclusive basis. Tezi N.V. (importer, exporter, distributor), 24 Populierstraat, Woerden. Attn. Mr. K. F. Zimmerman, Mgr. WTD 10/68.

242 Sawmills, planing mills

NETHERLANDS—American white oak, quarter-sawn in short boards, long planks. Quotations c.i.f. Amsterdam requested. N. V. Wiert Dupree Hardhoutimport (importer, distributor), 103 Verlengde Hoogravenseweg, Utrecht. WTD 11/68.

243 Millwork, veneer, plywood, prefabricated structural wood products

NETHERLANDS—Softwood plywood, softwood veneer. Exclusive representations for Netherlands. Handelmaatschappij Austria N.V. (importer, distributor), 9 Rengerskerkestraat, P.O. Box 9036, Amsterdam. Attn. Mr. S. J. Fontein. WTD 11/68.

249 Wood products

NETHERLANDS—Hard and softwood. Exclusive representations for Netherlands. Handelmaatschappij Austria N.V. (importer, distributor), 9 Rengerskerkestraat, P.O. Box 9036, Amsterdam. Attn. Mr. S. J. Fontein. WTD 11/68.

261 Pulp mills, products

PAKISTAN—Wood pulp suitable for acetate manufacture. Kohinoor Rayon Ltd. (manufacturer, importer), P.O. Box 830, Lahore. WTD in preparation.

262 Paper mills, products

KENYA—School stationery, supplies; duplicate books; duplicating and typing papers. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

263 Paperboard mills, products

PAKISTAN—Cardboard cartons (or cartons made of any other appropriate material) suitable, strong enough and sea-worthy for export packing of acetate yarns. Kohinoor Rayon Ltd. (manufacturer, importer), P.O. Box 830, Lahore. WTD in preparation.

264 Converted paper, paperboard products

NETHERLANDS—Packaging materials. Exclusive distributorship for Netherlands, Belgium. Dekker-Verpakking N.V. (importing distributor), 151 Hogeweyselaan, Weesp. Attn: Mr. D. J. Dekker. WTD 11/68.

THAILAND—Office supplies and stationery; letter forms, bond paper, carbon and carbonless paper, files, bookkeeping forms, staplers, office accessories. Catalogs, c.i.f. prices requested. Direct purchase and agency. Safety Enterprises Co., Ltd. (importer, distributor), 103 Patpong Rd., Bangkok. WTD in preparation.

273 Books

SWEDEN—Books, scientific, technical, others. Eckersteins Universitetsbokhandel AB (retailer), Vasagatan 26, S-411 24 Goteborg. WTD 11/68.

281 Industrial chemicals

● **CEYLON**—Caustic soda, flake, 98/100%, 200 metric tons, packed in 50 kilo. or 1 cwt., new iron drums, 50 metric tons to be shipped in each of the following months: March, June, September, and December 1969.

The envelope containing the tender should be marked with the name of the commodity, in the upper left hand corner; the rate per metric ton, c.i.f. Colombo, as well as the total cost of year's requirements. C.i.f. Colombo, should be given in figures and repeated in words. Tender # PCC/IMP/2/1969. Bid deadline Dec. 28.

Submit bids to the Chairman, Paranthan Chemicals Corp., P.O. Box 1489, 21 Abdul Caffoor Mawata, Colombo 3.

Specifications available from the Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3465).

● Caustic soda, fused solid, 98/100%, 2,100 metric tons, packed in 300/400 kilo. or 750 lb. net, new iron drums, 350 metric tons to be shipped in each of the following months: February, April, June, August, October, and December 1969.

The envelope containing the tender should be marked with the name of the commodity in the upper left hand corner, the rate per metric ton, c.i.f. Colombo, as well as the total cost of the year's requirements. C.i.f. Colombo, should be given in figures and repeated in words. Tender # PCC/IMP/1/1969. Bid deadline Dec. 28.

Submit bids to the Chairman, Paranthan Chemicals Corp., P.O. Box 1489, 21 Abdul Caffoor Mawata, Colombo 3.

Specifications available from the Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3465).

NETHERLANDS—Hydrolized gums, gum bases, proteins, proteinase, monosodium glutamate, citric acid, tartaric acid, other chemicals and chemical compounds salable to food flavoring, foodstuff industries. Direct purchase and agency. Exclusive representation for Benelux requested. Algoma C.V. (importer, sales agent, wholesaler), 21 Sarphatipark, Amsterdam. WTD 11/68.

282 Synthetic materials

NETHERLANDS—Packaging materials. Exclusive distributorship for Netherlands, Belgium. Dekker-Verpakking N.V. (importing distributor), 151 Hogeweyselaan, Weesp. Attn: Mr. D. J. Dekker. WTD 11/68.

Corrugated cellulose board. Exclusive representation for Netherlands requested. Handelmaatschappij Austria N.V. (importer. distributor), 9 Rengerskerkestraat, P.O. Box 9036, Amsterdam. Attn: Mr. S. J. Fontein. WTD 11/68.

289 Chemical products

KENYA—Stamp pad ink. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

291 Petroleum refining

ITALY—Special industrial lubricants. Lubrificanti Ernesto Reinach "Oleoblitz" (manufacturer), Via Murat 84, Milan. WTD 9/68.

299 Products of petroleum, coal

ITALY—Special industrial lubricants, basic products for manufacture of rust arresting compounds. Lubrificanti Ernesto Reinach "Oleoblitz" (manufacturer), Via Murat 84, Milano. WTD 9/68.

306 Fabricated rubber products

KENYA—Erasers, typewriter. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

307 Plastic products

BELGIUM—Appliances, housing, made of plastic components; household and commercial. Direct purchase and agency. Belram S.A. (importer, agent). 83 Ave. des Mimosas, Brussels. WTD 10/68.

JAPAN—Plastic room dividers, decorative panels. Meiji Tausho Co., Ltd. (importer), 10-2 Nagata-cho 2-chome, Chiyoda-ku, Tokyo. WTD in preparation.

KENYA—Cruet sets with plastic pepper pot, salt pot with stand. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

316 Luggage

LIBYA—Full line of American luggage. Arta House (retailer), P.O. Box 2998, Benghazi. WTD in preparation.

323 Glass products

ETHIOPIA—Safety glass, welders' fitted with lenses to absorb ultraviolet and infra-red radiations and to screen sodium flare, window screen, to fit welding helmet combination window. Desires catalogs, c.i.f. prices. To order on continuous basis at the rate of 4,000 per mth. Replies from manufacturers only. Mr. Mohamed Ahmed Ture (importer, wholesaler), P.O. Box 2103, Addis Ababa. WTD 11/68.

326 Pottery, related products

NETHERLANDS—Earthenware, other florists' articles. C. de Mooy & Zn. N.V. (importer, exporter, wholesaler), 21 Lombardkade, Rotterdam-1. WTD 11/68.

329 Abrasive, asbestos, nonmetallic mineral products

NETHERLANDS—Asbestos sheeting, pipes. Direct purchase and exclusive representations for Netherlands. Handelmaatschappij Austria N.V. (importer, distributor), 9 Rengerskerkestraat. P.O. Box 9036. Amsterdam. Attn: Mr. S. J. Fontein. WTD 11/68.

331 Steel mill products

● **HONG KONG**—Steel tube, 410,000 ft., galvanized, medium grade, to B.S.S. 1387 (1967), screwed taper thread, socketed, in lengths of about 20 ft., in 10 bore sizes ranging from ½" to 6". Tender #U-52309; bid deadline Dec. 27. Secretary, Tender Board, Colonial Secretariat, Central Government Offices, Lower Albert Road, Hong Kong. Specifications available from Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2364).

● **SUDAN**—Seamless steel casing, 70,000 ft., steel grade J-55, screwed, socketed and slotted. 6⅝" O.D. Tender for the Supply of Slotted Casing.

Seamless steel casing, 90,000 feet, steel grade J-55, screwed and socketed, 6⅝" O.D. Tender for the Supply of Plain Casing.

Bid deadline for both tenders is Jan. 6.

Director, General Rural Water & Development Corp., P.O. Box 381, Khartoum. Specifications available from Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2364).

333 Primary smelting, refining of nonferrous metals

GERMANY—Lead, unalloyed. Accumulatorenfabrik Sonnenschein GmbH (manufacturer), 647 Buedingen, Thiergarten. WTD 11/68.

342 Cutlery, hand tools, general hardware

BELGIUM—Automobile hardware. Direct purchase and agency. Belram S.A. (importer, agent), 83 Ave. des Mimosas, Brussels. WTD 10/68.

SWITZERLAND—Marine hardware, for pleasure boats, wharfs. Direct purchase and agency. Nautik Sport Zurich AG (importer, distributor), Nidelbadstrasse 1, 8038 Zurich. WTD in preparation.

344 Boiler shop products

● **AUSTRALIA**—Supply, delivery and erection of one 500 MW pulverized fuel fired, subcritical reheat type water tube boiler, with associated ancillary plant. Tender No. 1951, bid deadline Feb. 10.

One copy of specifications available for reference only, not for loan, from Power & Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4241) additional copies available for $22.40 from The Manager and Secretary, Electricity Commission of New South Wales, Box 5257, GPO, Sydney, NSW 20001, Australia.

348 Fabricated wire products

KENYA—Paper clips. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

351 Engines, turbines

● **ARGENTINA**—Engineer, supply and install one each 20,000 kw thermal power plant at the Zapla Steel Plant located near the province of Jujuy, Argentina. Tender No. 66/69, bid deadline Mar. 3. Specifications (in Spanish) available for $143.00 from Special Purchasing Commission, 2136 R Street, NW., Washington, D.C. 20008.

SWITZERLAND—All kinds of outboard motors, propelling and jet propulsion units. Firms desiring additional information should write: Volsa AG (exporter, agent), Hern Vollenweider, 8623 Kempten. WTD 4/68.

TAIWAN—Gasoline engines of light metal for industrial, agricultural use; 2 to 15 hp, 1,800 to 3,600 rpm. Requests catalogs, price lists. Direct purchase and agency. King Lung Electrical & Machinery Trading Co., Ltd. (importer, exporter), 48 Tien Shui Road, Taipei. WTD 2/68.

352 Farm machinery

NETHERLANDS—Stable and barn equipment, barn cleaners, feeding equipment. Direct purchase and exclusive representations requested for Common Market countries. L. S. Brouwers N.V. (manufacturer, importer, exporter), 3 & 7 Marshallweg, P.O. Box 203, Leeuwarden. WTD 11/68.

SPAIN—All classes of farm machinery, equipment. Gomar, S.A. (importer, distributor), Avenida del Gran Capitan, 28, Cordoba. WTD 11/68.

353 Construction machinery, equipment

SPAIN—All classes of construction machinery, equipment. Gomar, S.A. (importer, distributor), Avenida del Gran Capitan, 28, Cordoba. WTD 11/68.

354 Metalworking machinery

CANADA—Power-driven hand tools, including parts and attachments useful in construction industry. Direct purchase and exclusive representation for Canada. Marine Engineering Supply Co. (importer, retailer), 125 Hymus Blvd., Pointe Claire, Quebec. WTD 3/68.

355 Special industry machinery

CEYLON—Installation of small desalination plant for water supply to projected seaside hotel at Bentota, 55 miles along south western coastline from Colombo. Minimum output estimated 200,000 gals. required per day. Aid for long term credit facilities preferred. H. O. Todd, Esquire, Asst. Dir., Ceylon Tourist Board, Hotel Samudra, Galle Face, Colombo 3.

ETHIOPIA—Machinery for manufacturing, packaging household insecticides in liquid form. Descriptive catalog and c.i.f. price requested. United Abilities Co. (manufacturer), P.O. Box 1021, Addis Ababa. WTD in preparation.

SOMALIA—Proposed schematic and specifications for equipment for small slaughtering plant with maximum capacity of 30 head of cattle per day for freezing beef. Prodma Ltd. (processors, exporters), P.O. Box 1035, Mogadiscio. WTD 11/68.

356 General industrial machinery

BELGIUM—Air purification, dust collection equipment. Direct purchase and agency. Belram S.A. (importer, agent), 83 Ave. des Mimosas, Brussels. WTD 10/68.

ENGLAND—Fire protection equipment comprising sprinkler heads, alarm valves, dry pipe valves, wet and dry accelerator valves, tail end valves, multiple head control valves. Paramount Heating Ltd. (contractors, consultants), 143 Lea Road, Wolverhampton, Staffordshire. WTD 11/68.

NETHERLANDS—Packaging machinery, tools. Exclusive distributorship for Netherlands, Belgium. Dekker-Verpakking N.V. (importing distributor), 151 Hogeweyselaan, Weesp. Attn: Mr. D. J. Dekker. WTD 11/68.

SPAIN—All classes of general industrial machinery, equipment. Gomar, S.A. (importer, distributor), Avenida del Gran Capitan, 28, Cordoba. WTD 11/68.

SWITZERLAND—Mechanical power transmission machines, equipment for industrial applications; speed changers; new products. Direct purchase and agency. Laesser AG (exporter, agent), Postfach 175, 4600 Olten. WTD in preparation.

357 Office, computing, accounting machines

NETHERLANDS—Electronic digital and analog computing equipment, digital converters, electronic data computing and correcting systems, data scanners, digital meters, counters and recorders. Descriptive literature, price lists requested. Direct purchase and agency. Exclusive representation for Benelux required. Eltron Wetenschappelijke Meetinstrumenten (sales agent, importer, exporter), 14 Nico Bergsteynweg, Woudenberg (U). Attn: Mr. R. N. Nieuwboar. WTD 11/68.

358 Service industry machines

BELGIUM—Air conditioning units; control assemblies. Direct purchase and agency. Belram S.A. (importer, agent), 83 Ave. des Mimosas, Brussels. WTD 10/68.

NETHERLANDS—Refrigeration and freezing apparatus for special purposes, such as quick spot freeze units for water pipes to block water flow, air dryers by refrigeration, laboratory chillers and freezers. Not interested in commercial refrigeration and freezing equipment. Direct purchase and exclusive representations for Benelux countries. N. V. Bronswerk (manufacturer, engineering co.), P.O. Box 28, Amersfoort. Attn: Mr. D. Roggeveen. WTD 11/68.

361 Electric transmission, distribution equipment

● **CHILE**—Supply two electric autotransformers, 24 Kv. Tender No. N/N, bid deadline early January.

Specifications available for approx. $4 from the Empresa Nacional de Electricidad S. A., "ENDESA," calle Merced No. 753, Apt. 804, Santiago, Chile (IBRD Credit No. 479-CH).★ (Telephone: 202-967-4241).

● **INDIA**—Supply instruments, controls and accessories required for the installation of two 120 megawatt steam turbine generators and associated auxiliaries for the fourth and fifth units at Chadrapura thermal power station in the state of Bihar. Tender No. PE-SPEC-224, bid deadline Jan. 2.

Specifications may be obtained for $20 per set from the Controller of Purchase & Stores, Damodar Valley Corp., Anderson House, Alipore, Calcutta 27. One set of specifications available for review only, not for loan, from

Little things make the difference

"Quite often the difference in being successful and not being successful in a foreign market is that the successful firm is aware of and paying attention to the little things.

"These can be:

"Handling all overseas correspondence as quickly as possible:

"The ability to be understood in writing;

"Making certain that the sales literature and technical bulletins are in the language of the country;

"And tailoring the product to the customer's needs.

"To be successful in international trade takes more than a product and a desire to sell it. Often it is these little things that can make the big difference in overseas marketing."

—V. J. Borland, Export Manager, Quaker State Oil Refining Corp.

Power and Electrical Equipment Division, BDSA, Room 4124, Washington, D.C.★ (Telephone: 202 967-4241).

NETHERLANDS—All types of electronic measuring equipment, oscilloscopes, waveform measuring and/or analyzing equipment, digital test equipment for electronic and electrical circuits and equipment, digital voltmeters, digital multimeter, ampere-hour meters (picoampere), electric measuring instruments and meters, function and noise generators, wide band A.C. amplifiers, electronic telemetering equipment. Direct purchase and agency. Descriptive literature, price lists requested. Exclusive representation for Benelux required. Eltron Wetenschappelijke Meetinstrumenten (sales agent, importer, exporter), 14 Nico Bergsteynweg, Woudenberg (U). Attn: Mr. R. N. Nieuwboer. WTD 11/68.

● **NEW ZEALAND**—Supply 296 galvanized steel transmission line towers, designated type S; 36 angle towers, designated type B; 20 heavy strain and terminal towers, designated type D for the Secretary, Tenders Committee, New Zealand Electricity Dept., P.O. Box 12144, Wellington, North, New Zealand. Tender No. 524, bid deadline Jan. 20.

Specifications available on loan basis from Power & Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, 14th & Constitution Avenue, NW., Washington, D.C. 20230.★ (Telephone: 202-967-4241).

● **SINGAPORE**—Supply 6,600 volt outdoor switchgear, 660 volt outdoor electrical distribution boxes, 12.7/22 Kv power cables and accessories. Tender No. EE: 949.9/0, PUB Ref. Items 7, 11 and 20, bid deadline Jan. 2.

Specifications available for approx. $1,000 from the Public Utilities Board, Singapore. Bidding limited to countries of the IBRD and Switzerland.★ (Telephone: 202-967-4241).

362 Electrical industrial apparatus

SWITZERLAND—Electric welding apparatus, accessories, electric welding electrodes, wire; new products. Direct purchase and agency. Schweisstechnik AG (exporter, agent), Bahnstrasse 60, 8105 Regensdorf. WTD in preparation.

363 Household appliances

BELGIUM—Appliances, small, electric, household. Direct purchase and agency. Belram S.A. (importer, agent), 83 Ave. des Mimosas, Brussels. WTD 10/68.

366 Communication equipment

BELGIUM—Alarm and signals, apparatus; electric and electronic. Direct purchase and agency. Belram S.A. (importer, agent), 83 Ave. des Mimosas, Brussels. WTD 10/68.

SWITZERLAND—Underwater sound equipment; echo sounders. Volsa AG (exporter, agent), Herrn Vollenweider, 8623 Kempten. WTD 4/68.

Navigational electronic equipment for pleasure boats, wharfs. Direct purchase and agency. Nautik Sport Zurich AG (importer, distributor), Nidelbadstrasse 1, 8038 Zurich. WTD in preparation.

367 Electronic components, accessories

GERMANY—Semiconductors for use in battery chargers. Accumulatorenfabrik Sonnenschein GmbH (manufacturer), 647 Buedingen, Thiergarten. WTD 11/68.

373 Ship building, repairing

HAITI—Cargo vessel of approximately 500 tons capacity; speed of at least 10 to 12 knots; single deck; wide cargo hatch; double bottom tanks for liquid with minimum capacity of 30,000 U.S. gals.; single H.D. propulsion engine; cargo gear; if possible, approx. 1,000 cu. ft. chilling or freezing plant. Vessel built for cargo service rather than converted preferred. Jean St. Hubert, Cric Crac Store (importer, retailer, wholesaler, shipper), 243 Blvd. Jean-Jacques Dessalines, Port-au-Prince. WTD in preparation.

381 Engineering, laboratory, scientific, research instruments

PAKISTAN—Quotations for physics apparatus used by educational laboratories of school, college, university standard; chemical apparatus, instruments used by research laboratories. Direct purchase and agency. We Brothers Scientific Works (importer, agent), 168 Anarkali, Saeed Manzil, Lahore. WTD 10/68.

SWITZERLAND—Nautical and navigational instruments for outboard motor boats. Volsa AG (exporter, agent), Herrn Vollenweider, 8623 Kempten. WTD 4/68.

Marine instruments, for pleasure boats, wharfs. Direct purchase and agency. Nautik Sport Zurich AG (importer, distributor), Nidelbadstrasse 1, 8038 Zurich. WTD in preparation.

TAIWAN—Drafting instruments. Direct purchase and agency. Allied Specialty Co., Ltd. (agent), P.O. Box 22242, Taipei. WTD in preparation.

382 Instruments for measuring, controlling, indicating physical characteristics

NETHERLANDS—Pressure, temperature, displacement and acceleration transducers, scintillation counters and detectors, x-y recorders. Direct purchase and agency. Descriptive literature and price lists requested. Exclusive representation for Benelux countries required. Eltron Wetenschappelijke Meetinstrumenten (sales agent, importer, exporter), 14 Nico Bergsteynweg, Woudenberg (U). Attn: Mr. R. N. Nieuwboer. WTD 11/68.

● **URUGUAY**—Supply of equipment and apparatus for gas turbine fuel testing. Tender No. 6189/68, bid deadline Jan. 8. Terms and specifications in Spanish. Correspondence preferred in Spanish.

Only firms or individuals established in Uruguay, or are represented there, may participate directly in this public bid. Requested by Administracion General de las Usinas Electricas y los Telefonos del Estado (UTE), Seccion Licitaciones, Calle Paraguay 2431, P.8, Montevideo.

Specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

394 Toys, amusement, sporting goods

KENYA—Sports equipment, boxing gloves, first aid kits, footballs cases, pumps adaptors, netballs, playballs, punture outfits, rounders balls, vollyball cases. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

LIBYA—Full line of American sporting goods. Arta House (retailer), P.O. Box 2998, Benghazi. WTD in preparation.

395 Pens, pencils, office, artists' materials

KENYA—Carbon papers; pencil, drawing, office pins. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer). P.O. Box 18290, Nairobi. WTD 11/68.

TAIWAN—Fountain pens, ball point pens. Direct purchase and agency. Allied Speciality Co., Ltd. (agent), P.O. Box 22242, Taipei. WTD in preparation.

396 Costume jewelry, novelties, buttons, notions

KENYA—Knitting needles. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

NETHERLANDS—Flowers, dried and preserved. C. de Mooy & Zn. N.V. (importer, exporter, wholesaler), 21 Lombardkade, Rotterdam-1. WTD 11/68.

399 Manufacturing industries

KENYA—Tape measures. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

Typewriter brushes, long handle; black board cleaners. Requests prices c.i.f. Mombasa. Umoja Educational Supplies Ltd. (importer, wholesaler, retailer), P.O. Box 18290, Nairobi. WTD 11/68.

Malaysia seeks bidders for irrigation project

Tenders are invited for the construction of improvement works to the existing rivers and alors (streams)—Muda Irrigation Project—involving 2,176,500 cubic yards of earthwork, the construction of 1 road bridge, 1 medium traffic bridge, 13 light traffic bridges, 2 road culverts, 5 drainage end controls, 1 underdrainage culvert and 8 drainage crossings, located in the contract area.

Bid must be received by the Director, Drainage and Irrigation Department, Headquarters, Jalan Swettenham, Kuala Lumpur, Malaysia, by Dec. 26.

Tender documents on the project (Contract No. 34) will be issued to tenderers approved by the World Bank. Such prospective tenderers should submit their names early for approval by the Bank.

A set of the documents may be viewed in room 4813, U.S. Department of Commerce, Washington, D.C.★ (Telephone: 202-967-3602).

Ethiopia to buy mobile homes

The Government of Ethiopia desires bids on the supply of mobile homes for housing highway construction personnel. The order will probably include 14 or 21 units.

Bid deadline is Jan. 8.

The procuring agency, the Imperial Highway Authority, P.O. Box 1770, Addis Ababa, Ethiopia, wants vendor catalogs to assist in drawing up specifications for the tender.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

201 Meat products

SPAIN—Meat products, all classes. Bell's Alimentaria, S.A. (distributor), Hermosilla 8, Madrid (1). WTD 11/68.

202 Dairy products

SPAIN—Dairy products, all classes. Bell's Alimentaria, S.A. (distributor), Hermosilla 8, Madrid (1). WTD 11/68.

203 Canning, preserving foods

SPAIN—Canned foods, all classes. Bell's Alimentaria, S.A. (distributor), Hermosilla 8, Madrid (1). WTD 11/68.

204 Grain mill products

SPAIN—Grain mill products, all classes. Bell's Alimentaria, S.A. (distributor), Hermosilla 8, Madrid (1). WTD 11/68.

205 Bakery products

SPAIN—Bakery products, all classes. Bell's Alimentaria, S.A. (distributor), Hermosilla 8, Madrid (1). WTD 11/68.

208 Beverage industries

SPAIN—Beverages, all classes; especially American specialties. Bell's Alimentaria, S.A. (distributor), Hermosilla 8, Madrid (1). WTD 11/68.

221 Broad woven fabric mills, cotton

ITALY—Cotton sheets, towels. Requests replies in Italian, French. Dr. Mario Rubini (representative), Via De Amicis 38, Vigevano (Pavia). WTD 8/68.

NEW ZEALAND—Upholstery fabrics, drapes, men's, women's apparel fabrics. Sole agency. Mr. R. B. Oxley, Managing Director, A. Stuart Oxley Ltd. (importer), P.O. Box 5220, Auckland. WTD 10/68.

222 Broad woven fabric mills, manmade fiber, silk

NEW ZEALAND—Upholstery fabrics, drapes, men's, women's apparel fabrics. Sole agency. Mr. R. B. Oxley, Managing Director, A. Stuart Oxley Ltd. (importer), P.O. Box 5220, Auckland. WTD 10/68.

223 Broad woven fabric mills, wool

NEW ZEALAND—Men's, women's apparel fabrics. Sole agency. Mr. R. B. Oxley, Managing Director, A. Stuart Oxley Ltd. (importer), P.O. Box 5220, Auckland. WTD 10/68.

232 Men's, youths', boys' furnishings, work clothing

ITALY—Men's, youths', boys' sport clothing. Tennisport (representative), Via V. Monti 42, 20016 Pero, Milan. WTD in preparation.

233 Women's, misses', juniors' outerwear

ITALY—Women's, misses', juniors' sport clothing. Tennisport (representative), Via V. Monti 42, 20016 Pero, Milan. WTD in preparation.

242 Sawmills, planing mills

ITALY—Douglas fir, California red wood; eastern hemlock, western red cedar, pitch pine. Pietro Albertani (manufacturer), 25040 Corteno Golgi (Brescia). WTD in preparation.

252 Office furniture

IRELAND—Office furniture, equipment. Henry Jackson Ltd. (importing distributor), 1-4 City Quay, Dublin 2. WTD 10/68.

264 Converted paper, paperboard products

IRELAND—Stationery. Henry Jackson Ltd. (importing distributor), 1-4 City Quay, Dublin 2. WTD 10/68.

ITALY—Christmas gift, gift wrapping paper. Requests replies in Italian. ACEM, Azienda Cartaria Etichette Milano (agent, dealer), Via Monte Cenisio 11, Milan. WTD 8/68.

283 Drugs

HONDURAS—Pharmaceuticals. Exclusive representation. Agencia Detlef Paysen, S. de R. L. (manufacturers' representative), Frente Parque Herrera, Tegucigalpa, D.C. WTD 10/68.

285 Paints, varnishes, lacquers, enamels

ITALY—Paints, varnishes, for surface treatment, protective coatings, special preparations in particular. Surface-Trattamento delle Superfici (manufacturer), I 53027-San Quirico d'Orcia (Siena). WTD 11/68.

289 Chemical products

ITALY—Chemical products for surface treatment, special glues; chemicals for high-vacuum evaporation in particular. Surface-Ttrattamento delle Superfici (manufacturer), I 53027-San Quirico d'Orcia (Siena). WTD 11/68.

342 Cutlery, hand tools, general hardware

NETHERLANDS—Marine equipment, supplies, hardware; tools. Agency and/or representation in Benelux area. Harteveld Hoos & Heijermans N.V. (importer, distributor, agent), Engineering & Trading Div., 299 Mathenesserlaan, Rotterdam. Attn: Mr. L. F. van Wely, Mgr. WTD 11/68.

349 Fabricated metal products

ITALY—Metal foil used in surface treatment. Surface-Trattamento delle Sunerfici (manufacturer), I 53027-San Quirico d'Orcia (Siena). WTD 11/68.

353 Construction, mining, materials handling machinery, equipment

SPAIN—Earth-moving machinery, equipment; construction machinery in general. Aikin Espanola, Ltda. (distributor), Avenida del Generalisimo, 88, Madrid (16). WTD 11/68.

354 Metalworking machinery

ENGLAND—Specialized equipment, machinery and service tools, as used by automobile, commercial vehicle industries during production, maintenance, servicing stages. Agency and/or sole distributorship. E.G.B. Tool and Equipment Co. Ltd. (importer, distributor), 1 Golders Green Road, Golders Green, London, N.W.11. WTD 11/68.

Light machine tools, associated equipment. Agency with view to manufacturing under license at later date. W. J. Meddings Ltd. (manufacturer, exporter, importer, distributor), Kingsley Works, Ipswich Road, Slough, Bucks. WTD 11/68.

ITALY—Clamping elements, tools, dies, jigs, fixtures for machine tools. Dr. Ing. Luigi Discacciati (agent), Via Mauro Macchi 32, 20124 Milano. WTD in preparation.

355 Special industry machinery

ARGENTINA—Gasoline-motor powered chainsaws of 15-inch diameter blades, between four and ten horse-power. Exclusive representation. Drake Argentina S. R. L. (importer, distributor), Paseo Colon 476, Buenos Aires. WTD in preparation.

356 General industrial machinery

ENGLAND—Heating, ventilating, air conditioning equipment. C. Redvers and Co. Ltd. (engineers), 17 Thrale Road, London, S.W.16. WTD 11/68.

NETHERLANDS—Industrial machinery, equipment, supplies, components, materials, tools. Agency and/or representation in Benelux area. Harteveld Hoos & Heijermans N.V. (importer, distributor, agent), Engineering & Trading Div., 299 Mathenesserlaan, Rotterdam. Attn: Mr. L. F. van Wely, Mgr. WTD 11/68.

361 Electric transmission, distribution equipment

ENGLAND—Precision electronic instruments for laboratory purposes. Agency, with view to manufacturing under license at later date. Airmec Instruments Ltd. (engineer). Coronation Road, High Wycombe, Buckinghamshire. WTD 11/68.

362 Electrical industrial apparatus

ITALY—Electric welding apparatus, accessories. O.S.E., s.r.l., Original Selco Electric (manufacturer), Via Capuana 4/6, Trezzo Zincone (Mil.). WTD in preparation.

Electronic apparatus and controls for industry, laboratory, research. Ing. Franco Luchsinger (agent), Via F. Nullo 29/a, 24100 Bergamo. WTD 9/68.

366 Communication equipment

SPAIN—Radio-telephone equipment, VHF transmitters-receivers, accessories, parts thereof. Radiocomunicaciones (distributor), Victor Pradera 44, Madrid (8). WTD 11/68.

367 Electronic components, accessories

ITALY—Patch boards, modular boxes for printed circuits and std connectors, drills for printed circuits. Euromatic (agent, distributor), Via A. Colautti 1, 20125 Milano. WTD 7/68.

371 Motor vehicles, motor vehicle equipment

ITALY—Street sweepers. C.I.M.E.-Costruzioni Italiane Macchine Edili (manufacturer), 14 Via D. Veneziano, I 50143 Florence. WTD 11/68.

Quality products for automotive industry. Usital, Commercial Enterprises (importer, exporter, agent), Via Davanzati, 13/a, 20158 Milan. WTD in preparation.

372 Aircraft, parts

NETHERLANDS—Aviation equipment, supplies. Agency and/or representation in Benelux area. Harteveld Hoos & Heijermans N.V. (importer, distributor, agent), Engineering & Trading Division, 299 Mathenesserlaan, Rotterdam. Attn: Mr. L. F. van Wely, Mgr. WTD 11/68.

375 Motorcycles, bicycles, parts

IVORY COAST—American motorcycles, motor-bikes, bicycles, parts. Requests replies in French. Attention: M. Joseph Dagher, Ets. Joseph et Edmond Dagher (importer, distributor), Dagher-Cycles, B.P. 792, Abidjan. WTD 9/68.

394 Toys, amusement, sporting goods

ITALY—Sporting goods. Tennisport (representative), Via V. Monti 42, 20016 Pero, Milan. WTD in preparation.

Kuwait calls for bids to build water tower

The Government of Kuwait requests bids on the construction of the Kuwait tower, a large water storage tower with a tourist restaurant on top, to be built on the waterfront near the Hilton Hotel and the American Embassy.

Tender documents are available from the Central Tenders Committee of Kuwait for a non-returnable fee of KD500 ($1400). The final date for purchase of these documents is Dec. 31.

Bids must be submitted not later than Feb. 2, and be accompanied by an initial guarantee of KD25,000 ($350,000). The Government agrees to pay the successful bidder 10% of the contract value within 90 days and the 90% balance (in increments every year) within seven years of the date of contract signature.

Copies of a paper outlining additional information on bid procedures are available from the Construction and Building Materials Division, BDSA-645, Room 4813, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3602).

Tender documents available on Tunisia thermal power station

One set of tender documents (including drawings) for the thermal power station project in Tunisia (see INTERNATIONAL COMMERCE, Dec. 2, p. 37) is available for office review only in Room 4813, U.S. Department of Commerce, Washington, D.C.★ (Telephone: 202-967-3602).

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

BRAZIL—The State Government of Ceara has signed an agreement with the Deltec Banking Corp. of Nassau, Bahamas, for a loan of U.S. $10 million for financing the **construction of highways in the interior of the state.**

Ceara plans to use the loan proceeds to build 320 kilometers of asphalted road in the Choro-Iguatu area in Central Ceara.

GABON—A textile printing plant being established in Libreville, Gabon, by the Societe Industrielle Textile du Gabon is to start operating early in 1969, with a production capacity of 3 million meters of printed fabrics. Output will be gradually raised to 4.2 million meters a year, or the equivalent of Gabon's present domestic requirements. Raw materials will be imported. Total investment amounts to $1.9 million.

The project has been granted various benefits under the Investment Code of Gabon. These include exemption from or reduction in rates of import taxes on raw materials and capital goods, and also exemption from taxes on business profits for a period of five years.

Source of information is the International Financial News Survey, Vol. XX, No. 45, Nov. 15, 1968, published by International Monetary Fund, 19th and H Sts., NW., Washington, D.C. 20431.

IRELAND—Ireland's Minister for Transport and Power recently announced interim and long term plans for the **development of Shannon Airport to meet the needs of the Jumbo jet era.**

The interim plan provides for a new two story steel framed building for arrivals and departures and the first section of a new pier building at a total cost of $6 million, to be put into operation shortly.

Under this plan, which actually represents the first stage of the long term plan, there will be accommodation for 3000 arriving and departing passengers. The first section of the pier building will accommodate the parking of three Boeing 747's simultaneously. Loading bridges will be used. The existing apron and parking positions will also be available.

A pre-qualification notice to building contractors has been published by the Department of Transport.

Plans for the extension of facilities at Dublin Airport by 1971 are expected to be announced shortly.

The estimated cost of this development is $8.4 million and includes the following: a new terminal building; moveable "air-bridges" linking the terminal buildings with aircraft; modern type "Carousel" baggage handling; passenger escalators to facilitate the movement of people inside the buildings; extension of the concrete apron for parking of jumbo jets beside the terminals; and conversion of the present main building to a technical operations control center.

JAMAICA—The International Finance Corporation and a group of private financial institutions are joining in establishing a new **$8.5 million, 700-bed, convention and tourist hotel to be built in Kingston,** with the aim of keeping Jamaica's tourism earnings growing.

Kingston's new hotel will be larger than any presently existing on the island and will provide facilities now lacking in Jamaica for conventions.

Construction will begin early next year, and the hotel is expected to begin operations in the first half of 1971.

LIBYA—The Government of Libya's next five year plan, to begin April 1, includes the **financing of port expansion. A new port in Kasr Ahmed,** near Misurata, including the erection of complete facilities, will require $14 million.

The British consulting firm, Randel, Palmer, Witterton of Westminster, London, has been awarded a contract for engineering services in connection with the proposed port.

A public tender will be announced as soon as specifications and other technical details have been completed.

The responsible Libyan official to be contacted concerning this project is Undersecretary for Ports, Lights and Aviation, Ministry of Communications, Tripoli.

Demanding markets

As a U.S. producer selling in our domestic economy, you already are a supplier to the most demanding market in the world. Moving into the foreign market, you will benefit from the know-how you have acquired from previous experience, just as you will benefit from the assets of good judgment, tact, aggressiveness, and business acumen.

In this sense, it is neither more difficult nor easier to achieve success in selling overseas than it is to succeed in selling in this country. Success in export requires careful evaluation of potential markets for your product; willingness to make a long-term commitment, if necessary; and some adaptability to foreign techniques in marketing and servicing.

LAWRENCE C. McQUADE,
Assistant Secretary for
Domestic and International
Business, in "Introductory Guide
to Exporting," published
April 1968 by U.S.
Department of Commerce

New Books and Reports

New study details U.S. lumber exports for 14-year period

U.S. exports of lumber and lumber products rose 59% between 1953 and 1966, with Europe's share sharply increasing, according to a U.S. Department of Commerce study designed to help the industry improve its international marketing.

U.S. Lumber Exports, 1953 to 1966, published by the Department's Business and Defense Services Administration (BDSA), summarizes data on exports of hardwood and softwood lumber and lumber products by species for the 14-year period.

Total lumber exports in the period increased from 644 million board feet to one billion board feet. Europe's share of the total rose from 14% to 25% and Africa's declined from 12% to 1%. Canada was the leading customer, with imports of U.S. lumber rising from 161 million board feet to 309 million board feet.

The value of all lumber exports in the period more than doubled from $65 million to $133 million. Softwood lumber exports rose from 472 million board feet to 855 million board feet, 84% of all lumber exports in 1966. Hardwood lumber exports rose from 71 million board feet to 130 million board feet.

The report is available at 65 cents a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or from any of the Commerce Department's 42 Field Offices.

***Statistical Yearbook 1387 A.H. (1967 A.D.)* Published by the Ministry of Finance and National Economy. Dammam, Saudi Arabia. 1968. 362pp.**

This third annual volume of official statistics presents basic data about Saudi Arabia: physical features, education, social statistics, agriculture, petroleum, transport and communications, trade, industry, and financial statistics. Each chapter explains, in English, and in Arabic, sources and methods of collecting data, much of which is presented for the first time.

The Yearbook contains comparative tables of the Gregorian calendar and the Arabic calendar.

A free copy may be obtained by writing, on company letterhead, to: Ali Al-Rashid, Director General, Central Department of Statistics, Ministry of Finance and National Economy, Riyadh, Saudi Arabia.

***The Structure and Development of the Common Market.* By A. E. Walsh and John Paxton. Published by Hutchinson & Co. Ltd. London. 1968. 232pp. $7.20.**

This is a study of the institutions and functioning of the Common Market. The authors discuss the Treaty of Rome, agriculture, transport policy, the Coal and Steel and Atomic Communities, sales and sales taxes, cartels and the estimated economic growth of the Common Market to 1970.

Data from 1965 is included on consumption, imports and their sources, production, and employment. Some tables include U.K. data for comparative purposes.

Write: Hutchinson & Co., Ltd., 178-202 Great Portland St., London, W.1., England.

***United Kingdom Balance of Payments* 1968. Published by Her Majesty's Stationery Office. London. 1968. 77pp. $2.50.**

Calendar year estimates of the U.K. balance of payments are contained in this publication prepared by the Central Statistical Office in collaboration with other government departments and the Bank of England.

Tables are included on both visible trade and invisibles, shipping, civil aviation, earnings of direct investment, intergovernment loans, and other items.

A number of revisions to the figures for 1966 and earlier years have been made as a result of later and more complete information and through scrutiny of methods of estimation and consistency of treatment between different items in the accounts.

Write: Sales Section, British Information Services, 845 Third Ave., New York, N.Y. 10022.

***Antitrust and International Business.* Harvard Business Review, Vol. 46, Sept.-Oct. 1968. Pp. 78-87. Reprint, $1.**

The author examines the history of expansion in international business in the last two decades and the history of U.S. antitrust law, and concludes that the law is largely out of joint with the world today.

He points out that a new legal approach involving a considerable measure of international coordination is urgently needed in this area, and that businessmen have an important stake in the revision of the old laws and the creation of new ones.

Write: Harvard Business Review, Reprint Service, Soldiers Field, Boston, Mass. 02163.

***The World Market for Bananas, 1964-72.* By Jean-Paul Valles. Published by Frederick A. Praeger. New York. 1968. 239pp. $15.**

The outlook for demand, supply, and prices is presented in this latest volume in the Praeger special studies in international economics and development series. The author analyzes past trends and identifies factors that are likely to influence the demand and supply of bananas. These findings are then used to project the economic outlook through 1972.

Valles obtained his data during five years of research and various trips to the producing countries. He uses it to fill in the gaps in economic research in the banana industry.

Write: Frederick A. Praeger, Publishers, 111 Fourth Ave., New York, N.Y. 10003.

***Canadian Almanac & Directory for 1968.* Edited by Susan Walters. Published by Pitman Publishing Corp. New York. 844pp. $13.75.**

An annual reference tool and source of directorial information on Canada, this book provides listings of banks and their branches, post offices, transportation facilities, insurance companies, newspapers and magazines, associations and societies, radio and TV stations, educational institutions, credit bureaus, lawyers, and other categories.

A detailed index is included.

Write: Pitman Publishing Corp., 20 East 46th St., New York, N.Y. 10017.

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Calendar *for international traders*

ATLANTA—Dec. 19—In-Office Export Conference, Commerce Field Office, 10 a.m.

CHICAGO—Jan. 7—In-Office Meeting, Commerce Field Office.

CHICAGO—Jan. 9—Int'l Trade Club of Chicago, LaSalle Hotel.

CHICAGO—Jan. 14—First of 7 weekly seminars on Principles & Techniques in Exporting, Light Center, 140 S. Dearborn St., 6:15 p.m. Sponsor: Int'l Trade Club of Chicago.

CHICAGO—Jan. 14—Automotive Exporters' Club of Chicago, Builders' Bldg.

CINCINNATI—Dec. 18—Last of 7 weekly lectures in Export Workshop Course, "The Export Transaction Step by Step," Rm. 233, University Center, U. of Cincinnati, 7-9:30 p.m. Sponsors: U. of Cincinnati, Commerce Field Office, REEC, World Trade Club of Cincinnati.

CLEVELAND—Jan. 2—International Trade Luncheon Meeting, American Room, Mid-Day Club, Union Commerce Bldg., 12 noon. Sponsor: Cleveland World Trade Assn.

LOS ANGELES—Jan. 9—Businessmen's Consultation, **Hal Ryerson, Commercial Attache, Bogota.** Sponsor: Commerce Field Office.

MIAMI—Jan. 16—Businessmen's Consultation, **Hal Ryerson, Commercial Attache, Bogota.** Sponsor: Commerce Field Office.

PHILADELPHIA—Dec. 19—Philadelphia Chapter of Int'l Advertising Assn. monthly luncheon meeting, Penn Athletic Club, 12 noon.

PITTSBURGH—Jan. 16—In-Office Export Workshop, Commerce Field Office, 2 p.m.

PITTSBURGH—Jan. 24—Guide to Export Financing, Federal Bldg., Rm. 2214. Sponsors: Commerce Field Office, REEC, Chamber of Commerce.

SAN FRANCISCO—Dec. 17-18—Businessmen's Consultation, **Hal Ryerson, Commercial Attache, Bogota.** Sponsor: Commerce Field Office.

SAN FRANCISCO—Dec. 30—Businessmen's Consultation, **Roger Severance, Commercial Officer, posted to Tokyo.** Sponsor: Commerce Field Office.

SAN FRANCISCO—Jan. 15—General Export Seminar, Rm. 13216B, New Federal Bldg., 9:30 a.m.

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